

Questions?

Contact Sharmell Beckford-Richardson, HR Coordinator
at sbeckford-richardson@acpafll.org or at 352-338-3223



AYESHA SOLOMON
ALACHUA COUNTY
PROPERTY APPRAISER
KNOWLEDGEABLE - COMMUNITY FOCUSED - COMMITTED

Job Type: Fulltime/ Exempt
Working Title: Marketing Coordinator
Salary Range: \$65,000

Location: Gainesville, FL USA
Department: Administration

Marketing Coordinator

This coordinator is one of two Marketing and Communications Coordinators on the team, focusing on graphic design and web management. They will work closely with the Public Affairs Coordinator and the other Marketing and Communications Coordinator, who focuses on video production, to support the organization's efforts in producing a fair and equitable tax roll for the Alachua County community. Responsibilities include managing marketing campaigns, assisting with strategic communications, maintaining and updating the organization's website, and creating visual content for both digital and print platforms.

ESSENTIAL JOB FUNCTIONS:

- Manage the development and implementation of effective communication strategies to engage the public through social media content, website management and updates, email campaigns, print materials (such as flyers, brochures, handouts, and signage), branded presentations for outreach and events, and other relevant communications as applicable.
- Maintain and update website content to ensure ADA compliance, accuracy, and alignment with organizational priorities.
- Manage the procurement, inventory, and distribution of branded promotional merchandise.
- Lead photography and documentation of events, staff, and community engagement efforts, capturing and editing high-quality images for digital and print use, and organize and manage the digital media library for internal and external use by the Alachua County Property Appraiser's Office.
- Coordinate the printing and production process of marketing materials, including securing competitive quotes from vendors, preparing files for printing, overseeing vendors to ensure delivery within deadlines, and distributing materials once received.
- Develop, plan, and manage the implementation of the strategic marketing plan through a variety of cost-effective marketing, public relations, and communication tactics.
- Conduct marketing-related research, including target market analysis, and implement solutions based on findings, including evaluating the cost/benefit of marketing campaigns.
- Plan, prioritize, and execute strategies of multiple projects, effectively communicate progress and timelines. Ensures project deliverables are met.
- Provide consultation and support to the Community Outreach Team, Leadership Team, and staff in public information and community engagement activities. Creates, develops, and manages content of the ACPA website and monitors all social media outlets.
- Develops and maintains the Alachua County Property Appraiser's Office image and identity, which includes the use of logos and signage. Assists in maintaining standards of design in all print and digital materials.
- Leads in the design of print pieces including, but not limited to posters, flyers, signs, banners, ads, and brochures. Collaborate with the Public Affairs Coordinator on design graphics for social media, the ACPA website and digital marketing campaigns.

- • Develops, implements, and evaluates the Alachua County Property Appraiser's strategic marketing plan using research data and input from the local community, and other government offices.
- • Oversees brand management of the Alachua County Property Appraiser's Office to ensure all marketing communications and general information materials are consistent with the messaging guidelines set forth by the ACPA style guide.
- • Identify strategic opportunities throughout the county service area to promote and advance the Alachua County Property Appraiser's Office, including events such as staff and board meetings, community activities, and special events.
- • Supports in researching and developing new techniques, approaches and industry trends and makes valuable recommendations to the Public Affairs Coordinator
- • Collaborate with the Property Appraiser to schedule, execute, and coordinate photography and documentation of office events, functions, and activities.

MINIMUM REQUIREMENTS:

Bachelor's degree from an accredited college or university with major course work in communications, marketing, public relations, advertising, journalism, or related field and two (2) years of progressively responsible experience.

Outstanding communicator with excellent written and verbal communication skills; interpersonal skills; and the ability to work and interact effectively with a diverse constituency.

PREFERRED REQUIREMENTS:

Bachelor's Degree, Certificates, Licenses, or Registrations In a related field is preferred, or 3 years of equivalent experience.