

Questions?

Contact Sharmell Beckford-Richardson at sbeckford-richardson@acpafl.org or 352-338-3223



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

JOB TYPE:

Full-Time/Exempt

EMPLOYEE NUMBER:

SALARY: \$65,000.00

DEPUTY CLASSIFICATION:

Marketing & Communications Coordinator

LOCATION:

Gainesville, FL USA

DEPARTMENT:

Administration/Communications

WORKING TITLE:

Marketing & Communications Coordinator

SUMMARY OF POSITION ROLE AND RESPONSIBILITIES: (Graphic and Web Designer)

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 FUNCTIONS OF THE JOB:**STRATEGIC INITIATIVES – 40%**

- 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.

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PROJECT MANAGEMENT – 25%

- 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.

MARKETING AND COMMUNICATIONS – 25%

- 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.

MARGINAL FUNCTIONS OF THE JOB – 10%

- Perform related duties as required or deemed appropriate to the satisfaction of the responsibilities and functions related to this position.
- Must be able to lift and/or carry up to fifty pounds.

ORGANIZATIONAL CULTURE:

OUR MISSION

To proudly provide quality services to our community, ensuring the equitable assessment of properties and exemptions, and adhering to tax laws and best practices.

OUR VISION

To be recognized as the gold standard of excellence in property valuation and administration through innovation, collaboration, quality service, and community outreach.

OUR VALUES

Transparency, Integrity Community -Focused, Knowledgeable

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OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION:

The Alachua County Property Appraiser's office is committed to developing practices and processes that support attracting, hiring, and retaining a diverse workforce and values the diversity of thoughts, backgrounds, and experiences.

The Alachua County Property Appraiser's office is an Equal Opportunity Employer that is committed to nondiscrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information, and veteran status in all aspects of employment including recruitment, hiring, promotion, transfers, corrective action, terminations, wage and salary administration, benefits and training.

NORMAL WORK SCHEDULE:

Specific days and hours this position is required to work as well as any variations from this schedule (i.e. on-call, seasonal extended hours, travel, etc.)

Normal working hours are Monday through Friday, 8 a.m. – 5 p.m. with a 1-hour lunch break; considerable after-hours and/or weekend activities are essential. Travel may be required.

EDUCATION, TRAINING, AND EXPERIENCE:

MINIMUM QUALIFICATIONS:

- 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 QUALIFICATIONS:

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

OTHER CHARACTERISTICS OF THE JOB:

Professionalism in appearance and demeanor is required. Must maintain the confidentiality of all information entrusted to this position. Must meet expected behavior to create a harmonious and supportive environment for the Alachua County Property Appraiser's office. This includes maintaining dependable job attendance, maintaining composure, ensuring problem resolution, cooperating with leadership on policies and procedures (including professional activities), ensuring team success through a willingness to learn new ways to accomplish work, building commitment, and mobilizing action.

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PHYSICAL DEMANDS AND WORKING CONDITIONS:

Mobility to work in a typical office setting and use standard office equipment, vision to read printed materials and a computer screen, and hearing and speech to communicate in person or over the telephone. Stand for prolonged periods of time. Speak in a clear and comprehensible manner. Hear and respond to questions posed.

Accommodations may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodations