

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

SALARY: \$65,000.00

DEPUTY CLASSIFICATION:

Marketing Coordinator

LOCATION:

Gainesville, FL, USA

DEPARTMENT: Administration

WORKING TITLE:

Marketing Coordinator

SUMMARY OF POSITION ROLE AND RESPONSIBILITIES: (Videographer)

This coordinator is one of two Marketing and Communications Coordinators on the team, focusing on video production. They will work closely with the Public Affairs Coordinator and the other Marketing and Communications Coordinator, who handles graphic design and web management, to support the organization's efforts in producing a fair and equitable tax roll for the Alachua County community. Responsibilities include leading video projects, developing and maintaining a consistent visual identity across video content, managing organizational video channels, and producing video materials to support key initiatives and communications.

ESSENTIAL FUNCTIONS OF THE JOB:

STRATEGIC INITIATIVES

- Lead the planning, filming, and editing of organizational audio and video content to support strategic initiatives.
- Develop and maintain a consistent visual identity across all video content, ensuring alignment with organizational branding.
- Identify opportunities and produce video content to support key organizational initiatives and communications.
- Manage and maintain the organization's video channels, ensuring content is organized, up to date, and accessible.
- Conduct marketing-related research, including target market segmentation studies and cost-benefit analyses, and implement solutions to optimize strategies.
- Track, analyze, and interpret performance metrics for social media, website traffic, and digital campaigns using tools such as Google Analytics to provide actionable recommendations for content effectiveness and engagement.
- Evaluate current marketing strategies and audience demographics, and develop targeted strategies to reach new and existing audiences across digital and social platforms.

PROJECT MANAGEMENT

- Plan, prioritize, and execute strategies for multiple projects, leading the execution of all video and digital media projects while effectively communicating progress and timelines. Ensure that all project deliverables are met.

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- Provide consultation and support to the Community Outreach Team, Leadership Team, and staff in public information and community engagement activities.
- Identify additional opportunities for video content, such as but not limited to documentary-style videos, testimonials and effective B-roll footage as it relates to organizational needs and community outreach.

MARKETING AND COMMUNICATIONS

- Implement marketing campaigns and outreach initiatives to engage target audiences effectively.
- Monitor audience engagement and recommend adjustments to content and messaging for improved reach and impact.
- Manage advertising schedules and coordinate promotional opportunities based on audience insights.
- Collaborate with the Property Appraiser and other staff to support the documentation of office events and public-facing communications.
- Stay informed on new marketing techniques, communication approaches, and industry trends, providing practical recommendations for ongoing campaigns.
- Support the graphic and web coordinator in maintaining and enhancing the Alachua County Property Appraiser's Office image and identity, including logos, signage, and design standards, and assist in designing print materials such as posters, flyers, signs, banners, advertisements, and brochures as needed.

MARGINAL FUNCTIONS OF THE JOB

- Assist with social media graphics and outreach initiatives as needed.
- Must have the ability to lift and/or carry up to 50 pounds.
- Perform related duties as required or deemed appropriate to the satisfaction of the responsibilities and functions related to this position.

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 coursework in communications, marketing, public relations, advertising, journalism, or a related field and two years of progressively responsible experience.
- Outstanding communicator with excellent written and verbal communication skills, as well as strong interpersonal skills and the ability to work and interact effectively with diverse constituencies.

PREFERRED QUALIFICATIONS:

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

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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.

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.