

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 - \$75,000

Location: Gainesville, FL USA

Department: Administration

Marketing Coordinator

Come join the Alachua County Property Appraiser's Office as a Marketing Coordinator. This is a full-time, on-site role. This position will be responsible for the overall marketing function of the Marketing and Communications Team and will work closely with the Public Affairs Coordinator to help advance the organization's plan to produce a fair and equitable tax roll for the Alachua County community.

The ideal candidate will manage marketing campaigns, strategic communications, and target market research promoting the organization. Assisting with marketing campaigns, communication plans, graphic and web design, videography and media production, branding and storytelling, and website analytics.

ESSENTIAL JOB FUNCTIONS:

- Assists in the development and implementation of the most effective and appropriate methods for communicating information to the public, utilizing various media, including the internet, social media, videos, email, brochures, news releases, presentations, graphic displays, photographs, and fact sheets.
- Participates in documenting special events, including photography, videography, and editing content for promotional purposes. Organizes and manages the digital media library for internal and external use by the Alachua County Property Appraiser's Office.
- Leads and executes all video-related projects, with a primary focus on the podcast initiative, and identifies additional opportunities for video content.
- Coordinates the printing/production process of marketing materials, including securing competitive quotes from vendors, preparing files for printing, overseeing vendors to ensure delivery within determined deadlines, and distributing materials once received.
- Develop, plan, direct, and manage the implementation of the strategic marketing plan through a variety of marketing, public relations, and communication tactics containing cost-effective promotional marketing campaigns.
- Conduct marketing-related research, including target market segmentation studies, and analyze the findings to implement solutions to identified issues and problems, such as cost-benefit analyses of marketing campaigns.
- Create and distribute electronic ACPA newsletters, as well as occasional program/event-specific and external emails, to Alachua County residents.

MINIMUM REQUIREMENTS:

- High school diploma or equivalent required. Bachelor's degree in marketing, Graphic Design,

Communications, Journalism, or a related field or certification.

- Two years of experience related to public governmental affairs is highly preferred.

About the Property Appraisers Office:

The Alachua County Property Appraiser provides high-quality services to our customers and ensures the equitable administration of property taxation laws, adhering to best practices. We are led by Ayesha Solomon, CFE, AAS, who was elected to serve as the Alachua County Property Appraiser in 2020.

Our office offers competitive salaries, along with a comprehensive benefits package that includes health, dental, vision, and life insurance, as well as 14 paid holidays, vacation, and sick leave.

For more information, please contact Sharmell Beckford-Richardson in Human Resources at 352-663-4950, 352-338-3223, or by email at sbeckford-richardson@acpafl.org.

Please feel free to visit our website at www.acpafl.org.