



1954 E. Houston., Suite 104 / San Antonio, Texas 78202  
(210) 225-0071 □ Fax (210) 225-6976

## POSITION DESCRIPTION

|                     |                                        |                       |                                                      |
|---------------------|----------------------------------------|-----------------------|------------------------------------------------------|
| <b>TITLE</b>        | Public Affairs & Marketing Coordinator | <b>e-mail resume:</b> | <a href="mailto:jobs@habctx.org">jobs@habctx.org</a> |
| <b>SUPERVISOR</b>   | Operations Manager                     | <b>DEPARTMENT</b>     | Operations                                           |
| <b>REGULAR/TEMP</b> | Regular                                | <b>FULL/PART</b>      | Full-time                                            |

### General Summary

The **Public Affairs & Marketing Coordinator** is primarily responsible to create and execute digital marketing strategies to inform, advertise, and attract public interest. They handle the organization's social media accounts, where they monitor comments and interact with the social media community. They will analyze engagement data, identify trends in community/participants interaction and plan campaigns to build an online presence and connect with the community.

### Essential Duties & Responsibilities:

- Use social media marketing tools to create and maintain the Authority's brand/message.
- Analyze social media strategy to identify improvements and make recommendations on how to improve outreach and impact.
- Research social media trends and inform the team of changes that are relevant to the Authority's marketing activities.
- Set and meet performance targets for social media campaigns.
- Develop and manage content, design, messaging and calendars for social media strategies.
- Responsible for the design, content management and maintenance of the Agency website's design and content.
- Apply knowledge of modern office procedures, methods and computer equipment.
- Design and produce marketing materials such as brochures, pamphlets, and branded supplies.
- Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Responsible for design & creation of marketing tools such as brochures, pamphlets, and supplies.
- Maintain the confidentiality of information and professional boundaries.
- Analyze and effectively solve problems in a timely and organized manner using industry best practices and procedures. Display the ability to multi-task in a fast-paced environment.
- Organize and maintain both paper and electronic files with accuracy and efficiency.
- Performs other duties as assigned.

### Knowledge, Skills and Abilities

- Creativity.
- Strong oral and written communication skills required.
- Ability to critically think, analyze problems, and recommend an appropriate course of action to solve problems and manage multiple projects.
- Must be extremely organized and have a strong attention to details.
- Customer service skills.
- Bondable

### **Minimum Qualifications**

- Associate Degree in Marketing, Communications or Public Relations with three (3) years of work experience in marketing, website content, or social media platforms to include but not limited to: Facebook, LinkedIn, Instagram, others.
- Proficient in Microsoft programs.
- Must be able to work weekends and/or holidays.
- Have an active Driver license and be eligible for coverage under the HABC fleet auto insurance.

### **Preferred Qualifications:**

- Bachelor's Degree in Marketing, Communications or Public Relations with two (2) years of work experience in marketing, website content, or social media platforms to include but not limited to: Facebook, LinkedIn, Instagram, others.
- Bilingual in English/Spanish.

### **Supervisory Controls**

- The employee has no supervisory responsibilities.
- Routine duties are initiated by the employee without supervisory direction, and instructions to the employee may be general or specific in nature.
- Problems or situations not covered by instructions are usually referred to the supervisor for resolution.

### **Physical Demands / Work Environment**

- Work is principally sedentary, but may involve some physical exertion, such as kneeling, crouching, or lifting to obtain files and records, and eye strain from working with computers and other office equipment.
- Work involves the normal risks and discomforts associated with an office environment, but are usually in an area that is adequately cooled, heated, lighted, and ventilated.
- Position requires the need to sit, stand, bend and/or stretch for extended periods.
- Requires lifting, carrying and/or pushing up to 10 pounds.
- Occasional travel to various work locations in all weather conditions.
- Frequent repetitive hand movement (e.g., typing).

### **Mental and Physical Abilities:**

The mental and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Working Conditions:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Position open until filled**

HABC is an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.