

**POSITION DESCRIPTION
COUNTY OF DECATUR, INDIANA**

POSITION: Marketing Director
DEPARTMENT: Visitor Commission
WORK SCHEDULE: 10:00 a.m. - 4:00 p.m. M - F
JOB CATEGORY: PAT (Professional, Administrative, Technological)

DATE WRITTEN: April 2025

STATUS: Part-time

DATE REVISED:

FLSA STATUS: Non-exempt

To perform this position successfully, an individual must be able to perform each essential function of the position satisfactorily. The requirements listed in this document are representative of the knowledge, skill, and/or ability required. Decatur County provides reasonable accommodations to qualified employees and applicants with known disabilities who require accommodation to complete the application process or perform essential functions of the job, unless those accommodations would present an undue hardship.

Incumbent serves as Part-time Marketing Director for the Decatur County Visitors Commission, responsible for planning community events and managing Department marketing including social media, printed materials, and website.

DUTIES:

Manages and advertises all social media. Creates and designs graphics and posts. Directs brand storytelling, paid media, collateral, promotions, and partnerships.

Develops, plans, and oversees creation of all print and digital marketing and printed resources. Manages marketing material distribution.

Plans concerts and other events.

Designs logos and creates new brand concepts and promotions.

Oversees marketing production calendar for all projects. Creates and distributes a daily event calendar, and newsletters on a monthly basis for most of the year.

Supervises and directs summer social media interns including making hiring decisions, orienting new staff, planning and delegating work assignments, and establishing work goals.

Greets Visitor Center guests, answering questions, providing information and assistance, responding to inquiries, and directing callers to appropriate individuals or departments.

Uses data-driven methods including visitor profiles, analysis, and measures to improve effectiveness.

Represents the Department at Indiana Tourism Association meetings and conferences to continue education, networking, and relationship building.

Serves on various community boards, representing Visit Greensburg.

Leads and participates in meetings and planning on community initiatives.

Aid in the preparation and submission of government financial claims paperwork.

Examine and recommend ways to improve visitor experiences in Decatur County.

Attends meetings as needed.

Performs related duties as assigned.

I. JOB REQUIREMENTS:

Baccalaureate degree in marketing, graphic design, and/or communications or equivalent work experience.

Ability to meet all hiring requirements, including passage of a drug test and background check.

Thorough knowledge of Department programs and services, and must possess strong time management, organizational, communication, and problem-solving skills.

Thorough knowledge of related policies, laws, and procedures.

Practical knowledge of standard office policies and procedures with computer skills including word processing, spreadsheet, presentation, email, and internet and Department-specific software, and must be proficient with most Adobe Creative Suite or Canva software, and ability to apply such knowledge to a variety of interrelated processes, tasks, and operations.

Working knowledge and ability to create and maintain Department files and records.

Working knowledge of standard English grammar, spelling, and punctuation, and ability to prepare documents, correspondence, and detailed reports as required.

Ability to Google Analytics and Visitor data and adapt and implement marketing plans.

Ability to compose and take photos of events using high-quality photos and videos including ability to edit.

Ability to plan new event-based visitor data and coordinate volunteers, gain sponsors, and vendors, prepare budget, location and logistics of events and create parking procedures.

Ability to supervise and direct summer social media interns including making hiring decisions, orienting new staff, planning and delegating work assignments, and establishing work goals.

Ability to provide public access to or maintain confidentiality of Department information and

records according to state requirements.

Shall comply with all employer and Department policies and work rules, including, but not limited to, attendance, safety, drug-free workplace, and personal conduct.

Ability to effectively communicate with co-workers, other County departments, community organizations, various media, community leaders, vendors, Indiana Tourism Association, and the public, including being sensitive to professional ethics, gender, cultural diversities, and disabilities.

Ability to read, understand, memorize, retain, and carry out written or oral instructions and present findings in oral or written form.

Ability to work alone with minimum supervision and with others in a team environment, work on several tasks at the same time, and occasionally under time pressure.

Ability to properly operate standard office equipment including computer, copier, and smartphone.

Ability to compile, collate, classify data, compare and observe similarities, compute, analyze, evaluate, diagnose, and investigate.

Ability to apply knowledge of people and locations and plan and layout assigned work projects.

Ability to plan and present presentations and ability to write and edit media posts and marketing materials.

Ability to occasionally work extended hours, weekends, or evening hours and travel out of town for meetings and conferences.

II. DIFFICULTY OF WORK:

Incumbent's assignments are guided by definite objectives using a variety of methods or procedures. Incumbent plans and arranges own work and only refer to supervisor for unusual matters, such as policy interpretations. Errors are primarily detected through supervisory review and legally defined procedures.

III. RESPONSIBILITY:

Incumbent is responsible for proper completion of assigned tasks where desired results are clearly indicated. Incumbent exercises independent judgment in a variety of situations and circumstances, using departmental policies for guidance.

IV. PERSONAL WORK RELATIONSHIPS:

Incumbent maintains communication with co-workers, other County departments, County departments, community organizations, various media, community leaders, vendors, Indiana Tourism Association, and the public, for the purpose of giving and receiving information.

Incumbent reports directly to Executive Director.

V. PHYSICAL EFFORT AND WORK ENVIRONMENT:

Incumbent performs duties primarily in a standard office environment and service counter involving sitting/walking at will, sitting/standing/walking for long periods, lifting/carrying objects weighing under 25 pounds, crouching/kneeling, handling/grasping/fingering objects, keyboarding, close/far vision, color/depth perception, speaking clearly, and hearing sounds/communication.

Incumbent is occasionally required to work extended hours, weekends, or evening hours and travel out of town for meetings and conferences.

Interested applicants should submit an application and resume to hr@decaturcounty.in.gov

Decatur County is an Equal Employment Opportunity Employer

Posted: April 8, 2025

Removed: April 18, 2025