



COUNTY OF SUMMIT, OHIO

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## Marketing Specialist

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### Position Details

<b>Appointing Authority</b>	Summit County Children Services
<b>Department/Division</b>	Children Services
<b>Full Time/Part Time</b>	Full Time
<b>Regular/Temporary</b>	Regular
<b>Work Schedule</b>	Monday – Friday, 9am to 5pm Evening and weekend work may be required.
<b>Job Description</b>	<p>Reporting directly to the Department Director, Community Relations, the Marketing Specialist's role is to promote the services and programs provided at Summit County Children Services (SCCS) in a variety of formats.</p> <p>The Marketing Specialist is committed to practicing cultural competence by working respectfully and effectively with people of all cultures, classes, races, genders, ethnic backgrounds, religions, sexual orientations, mental and physical abilities, ages and appearances in a manner that respects and preserves the dignity of all. The Marketing Specialist commits to adhere to SCCS' mission, vision and values at all times.</p>
<b>Required Qualifications</b>	<p><b>Qualifications</b></p> <p>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Working evenings, weekends and holidays may be required for this position.</p> <p>Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p><b>Education and/or Experience</b></p> <p>Bachelor's degree in Communications, Marketing, Graphics or related field plus two (2) years of experience in marketing/communications department required.</p> <p>Proven Experience in the following required:</p> <ul style="list-style-type: none"> <li>• Delivering effective and innovative digital campaigns.</li> <li>• Delivering a variety of digital assets, including rich media online ads, micro sites, and social media applications.</li> <li>• Managing successful social media campaigns, and a solid understanding of social marketing.</li> <li>• Understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.</li> <li>• Experience delivering promotional campaigns for mainstream products and services .</li> </ul> <p><b>Computer Skills</b></p> <p>To perform this job successfully, an individual must have demonstrated knowledge/experience in all Microsoft Office products including, Publisher, Adobe InDesign, Canva (or similar product), and Adobe Creative Cloud which includes but not limited to InDesign, Premiere Pro, Spark, etc.</p> <p>Working knowledge of the following required: CRM databases, web design platforms, social media scheduling tools, Google Analytics/AdWords, keyword search tools, graphic design/photo editing tools, HTML and CSS coding for email and website design, Landing page testing and tools</p> <p><b>Language Skills</b></p> <p>Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports and business correspondence. Ability to effectively present information and respond to questions from employees, clients, and the general public.</p> <p>Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business. Strong management skills, excellent oral and written communication skills.</p>

Demonstrated excellence in customer service required and demonstrated communication skills and ability to speak publicly in front of various audiences.

#### Reasoning Ability

Demonstrated ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Ability to support conclusions with structured reasons and evidence, make informed decisions and valid inferences.

#### Preferred Qualifications

#### Pre-Employment Testing Requirements

Criminal Background Check, Pre-employment Drug and Alcohol Testing

#### Work Environment

The 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.

#### Physical Demands

While performing the duties of this Job, the employee is regularly required to sit; use hands to manipulate objects; reach with hands and arms and talk or hear. The employee is frequently required to stand and walk.

The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to twenty-five (25) pounds, occasionally lift and/or move up to fifty (50) pounds and rarely lift and/or move up to one hundred (100) pounds.

Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

#### Licensing/Certification

Incumbent must possess a valid State of Ohio drivers' license with no more than eight (8) points on his/her driving record at any time to drive his/her/their own vehicle and no more than six (6) points to drive an agency vehicle. Incumbent must also possess auto insurance as defined by Ohio Administrative Code (OAC) at all times.

Incumbent must also adhere to agency policies that address these topics.

#### Supervisory Responsibilities

This position has no supervisory responsibilities.

#### Other Qualifications

#### Additional Information

Incumbent is required to travel to/from Agency meetings within the County and State as directed by the Executive Director and/or Division Director, and as required for job duties. Travel requires the use of a vehicle insured in the incumbent's name, unless a County-owned vehicle is secured. Personal vehicles must be in good working order and appropriately accommodate passengers as needed. Regular attendance is required. Incumbent must adhere to Agency policies regarding use of time off at all times. Incumbent is required to adhere to Agency rules & regulations and support the mission, vision & guiding principles at all times.

### Job Duties

#### Job Duty Name

Essential Job Duties and Responsibilities

#### Description of Job Duty

Manages and executes the SCCS marketing/community education plan; Maintains brand image for SCCS; Operates within approved marketing budgets supporting overall agency marketing plan.

Maintains and updates SCCS collateral materials including power point templates, program/service literature, signage, and events; Edits and proofreads all marketing materials.

Designs, creates, and manages to completion all marketing production related efforts such as promotional/educational items, printed collateral, multimedia collateral, and direct mail pieces.

Designs, implements, tracks, and optimizes a multichannel content marketing strategy that includes website optimization, SEO/SEM, CRM e-mail campaigns, display advertising, and social media.

Optimizes social media, website, CRM and marketing automation tools; Writes and coordinate email copy writing and testing, campaign scheduling, re-targeting, and SEO as needed.

Represents the agency as the official spokesperson when directed by the Chain of Command and/or the Executive Director on all matters including those of a confidential nature; Able to appropriately articulate the agency's position for media (written/verbal) purposes; Coordinates media requests for agency responses and attends media events as directed.

Coordinates Speakers Bureau activities including the preparation and updating of presentation material; Serves as a speaker for the agency and is able to address a variety of audiences regarding the work and needs of SCCS.

Assists with the planning, promotion and implementation of all SCCS events and activities including, but not limited to, Child Abuse Prevention, Foster/Adoptive Parent Recruitment, Community Outreach/Education, and Employee events.

Oversees projects and assignments for Students/Interns and volunteers in the Community Relations Department.

Collaborates regularly with agency staff to ensure marketing and educational materials are relevant and on point; Provides analysis of marketing efforts and refines promotional plan based on results.

Assists the Department Director, Community Relations with administrative activities related to the work of the department; Maintains the marketing calendar for all agency activities.

Attends trainings as identified by the chain of command; Maintains professional and technical knowledge by attending educational workshops; reviews professional publications; establishes personal networks; participates in professional societies/associations.

Participates in agency wide and community initiatives which support the overall mission of the agency; participates on agency committees where applicable/appropriate.

Supports other units/departments as needed; Assists in the orientation/shadowing of agency staff as required by the employee's chain of command.

Attends and participates in supervision meetings as established by the employee's chain of command and based on the needs of the employee/workload; Attends and participates in all agency meetings including unit, department, division and all staff meetings.

Adheres to all agency policies and procedures, including but not limited to the agency's Professional Ethics and Conflict of Interest policy.

Other duties may be assigned.

#### Job Duty Name

Core Competencies

To perform this job successfully, an individual must demonstrate the following competencies:

1. Adaptability – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events; Reacts well under pressure.

2. Communication – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings. Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

3. Customer Service – Manages difficult or emotional client and employee situations; Responds promptly to client's/employee needs; Solicits client feedback to improve service; Responds to requests for service and assistance; Meets commitments.

4. Dependability – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time. Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan; Follows through on commitments.

5. Diversity – Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; Builds a diverse workforce.

6. Ethics – Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions.

7. Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

#### Description of Job Duty

8. Innovation – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

9. Interpersonal Skills – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things; Approaches others in a tactful manner.

10. Motivation – Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

11. Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules staff and their tasks; Develops realistic action plans.

12. Problem Solving – Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

13. Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

14. Safety and Security – Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

15. Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

16. Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Monitors own work to ensure quality.

17. Quantity – Meets productivity standards; Completes work in timely manner; Strives to increase productivity.

### Requisition Details

<b>Requisition Number</b>	C/U - 1662021-P
<b>Working Title</b>	Marketing Specialist
<b>Posting Type</b>	External/Public Posting
<b>Number of Vacancies</b>	1
<b>Advertised Salary</b>	\$25.75 per hour minimum
<b>Open Date</b>	11/17/2021
<b>Close Date</b>	12/03/2021
<b>Open Until Filled</b>	No
<b>Special Instructions</b>	

**Summary****Supplemental Questions**

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Required fields are indicated with an asterisk (\*).

1. \* Do you have a bachelor's degree?
  - Yes
  - No
2. \* How many years of experience in marketing/communications do you have?
  - 0-1
  - 2-3
  - 3+
3. \* Do you have experience working in a Child Welfare or other similar agency?
  - Yes
  - No
4. \* Do you have working knowledge of the following: CRM databases, web design platforms, social media scheduling tools, Google Analytics/AdWords, keyword search tools, graphic design/photo editing tools, HTML and CSS coding for email and website design, Landing page testing and tools, etc.?
  - Yes
  - No
5. \* Do you have demonstrated knowledge/experience in all Microsoft Office products including, Publisher, Adobe InDesign, Canva (or similar product), and Adobe Creative Cloud which includes but not limited to InDesign, Premiere Pro, Spark, etc.?
  - Yes
  - No
6. \* Have you ever interviewed for employment or been employed at SCCS or Summit County? If yes, please give dates and explanations. If no, please enter "No"  
(Open Ended Question)
7. \* Are you related to anyone on the Board of SCCS or anyone employed by SCCS or Summit County? If yes, please give name and relationship. If no, please enter "No"  
(Open Ended Question)
8. \* Have you ever received services or been involved with Summit County Children Services or any other Child Welfare system as a child or as an adult? If yes, please provide relevant information. If no, please enter "No"  
(Open Ended Question)
9. \* Have your driving privileges ever been denied, suspended or revoked? If yes, please give dates and complete reasons. If no, please enter "No"  
(Open Ended Question)
10. \* What is your driver's license number? If you do not possess a driver's license, please enter "N/A".  
(Open Ended Question)
11. \* Have you been convicted of or plead guilty to any offense identified in the Ohio Administrative Code (OAC) 5101:2-5-09? If yes, please give offenses, dates and explanations. If no, please enter "No"
  - Yes
  - No

**Documents Needed to Apply**

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**Required Documents**

1. Resume
2. Cover Letter

**Optional Documents**

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