



JOB DESCRIPTION

JOB TITLE:	Student Internship – Marketing Coordinator	DEPARTMENT:	Marketing Intern
REPORTS TO:	Recycling Coordinator	FLSA STATUS:	Non-Exempt
PREPARED DATE:	2016	APPROVED DATE:	
REVISION DATE:			

The Salinas Valley Solid Waste Authority is a joint powers agency who is working towards a future without landfills by protecting the environment and promoting the economy. Our mission is to manage Salinas Valley solid waste as a resource, promoting sustainable, environmentally sound and cost effective practices through an integrated system of waste reduction, reuse, recycling, innovative technology, customer service and education.

SUMMARY

Work in close collaboration with the Recycling Coordinator and Marketing Committee to coordinate and execute marketing campaigns and to implement strategic marketing activities in support of the Authority's brand platform goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create and maintain web pages, data entry, search engine optimization, and project management.
- Write, proof, and edit marketing collateral.
- Execute social media strategies, including Facebook, Twitter, Instagram, YouTube, and other social media platforms.
- Work with graphic design, photos, & multimedia including photo and video editing, web banner and button design, and basic graphic design support for print collateral.
- Provide general office support, including the coordination of conference sponsorships and marketing events; conducting research; and the preparation of various document and reports.
- Plan and execute print and media campaigns.
- Initiate media opportunities including on-air interviews and feature stories.
- Design, negotiate, and buy in local media.

MINIMUM QUALIFICATIONS

Demonstrate a high level of proficiency in MS Office Suite, Adobe InDesign, Photoshop, and WordPress; impeccable written and verbal skills; excellent interpersonal skills, and a penchant for detail. The ability to set priorities, handle multiple projects simultaneously, and meet deadlines is required. College-level course work is required, preferably in marketing, communications, or a related field, and coursework in visual art and graphic design. Bilingual in English and Spanish preferred.

CERTIFICATES, LICENSES, REGISTRATIONS

- A valid California driver's license is required.

OTHER QUALIFICATIONS

Physical Demands - 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.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee is frequently required to sit. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

Work Environment - The work environment a typical office setting, however field visits may be required on a periodic basis, which may involve outdoor weather conditions, fumes, airborne particles, loud noise levels, and unpleasant odors. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

I acknowledge that I have received, read, and sought clarification of any questions I have about the content of this job description. I further understand that, in order for the Authority to retain necessary flexibility to meet organizational needs, this job description may be modified from time to time.

Employee

Date