

Marketing Coordinator – Town of Bladensburg

The Town of Bladensburg, Maryland, seeks a part-time Marketing Coordinator. The Marketing Coordinator will be responsible for writing the Town's quarterly newsletter, press releases, community alerts, and social media postings; developing a content strategy for social media campaigns; developing and scheduling messaging for social media platforms, including Facebook, Twitter, Instagram and other social media platforms as identified; developing and managing website content; designing informational promotional materials, such as flyers, brochures, programs, etc.; and creating and distributing monthly E-Blasts to provide information to Town residents about upcoming events, meetings and programs.

Must have knowledge of digital and traditional marketing methods, practices and procedures; skilled in implementing successful marketing campaigns; knowledge of online marketing, e-commerce, and database marketing strategies and techniques; ability to communicate clearly both verbally and in writing; knowledge of content management systems and web-based email tools; and proficient in analyzing marketing data.

Undergraduate Degree in Marketing, Communications, or the equivalent combination of education and experience preferred. A minimum of two years marketing and communications experience preferred; internships and part-time equivalent will be considered.

Please submit cover letter and resume by email to clerk@bladensburg.net.

Closing Date: July 1, 2016.

Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.