

City of Rapid City

Job Description

Job Title	The Monument Advertising Strategist		
Job Code:	CCAS	Job Family:	
Pay Grade:	NU16	Date Revised:	2/17/2022
FLSA Status:	Exempt		

General Summary: This position is responsible for planning, developing and coordinating strategic marketing campaigns as outlined by the Director of Corporate Sales and Marketing. Acting as a primary contact for media requests, promoter marketing contacts, and advertising outlets.

Essential Duties and Responsibilities:

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

- Works with Director of Corporate Sales and Marketing to develop marketing communications campaigns.
- Works with advertisers and promoter marketing to determine event budget, coordinate timely and usable ad submissions, place buys, and prepare reports related to budget.
- Develops, create, copyedit and launch marketing, promotional materials and company literature for print, electronic and digital mediums.
- Conducts extensive media outreach with fresh story ideas and interview opportunities. Promoting a positive image for The Monument with all local, state and national media organizations and promoters.
- Acts as an additional contact for special business partners including premium seat license holders, corporate sponsors, and advertising partners of The Monument.
- Works in conjunction with the Account Executive in selling, activating and fulfilling corporate, premium seating and/or advertising sponsorship packages when needed.
- Serves in rotation with other designated staff members as Manager on Duty for major events.

Qualifications:

Education and/or Experience:

Bachelor's degree in marketing, communications or related field and three years' experience in facility management, public relations, marketing or related field preferred; or Associate's degree in marketing, communications or related field and five years' experience in facility management, public relations, marketing or related field.

Certificates, Licenses, Registrations:

Must possess a valid South Dakota driver's license or ability to obtain within 30 days from date of hire.

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.

The noise level in the work environment is usually very loud.

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 or hear. The employee is frequently required to stand; walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and taste or smell. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.