

ATHENS COUNTY
DEPARTMENT OF JOB & FAMILY SERVICES

An Equal Opportunity Employer

POSITION DESCRIPTION

Employee Name:	Position Title: Marketing Intern
Class Number: 99940	Class Title: College Intern
Position Control Number: 10005.1	

Department / Office: OhioMeansJobs	Employment Status: Temporary part-time
Title of Immediate Supervisor: Workforce Advancement Manager	FLSA Status/Pay: Non-Exempt
Normal Hours: Approximately 20 hours (weekly) Hours TBD	Pay Range: \$15.00 hourly
Hours may vary due to needs of the agency outside the normal working hours.	Civil Service Status: Non-Benefits Eligible
EEO Status: NA	Division: Athens County

POSITION OVERVIEW: This position will assist with marketing strategies and identifying market demographics and the ideal marketing platform.

**This position description is not all-inclusive. The position requires dedication, adaptability, and commitment to the agency, above all else.*

JOB DESCRIPTION:

ESSENTIAL DUTIES OF THE JOB

95% Under the direction of the Workforce Advancement Manager, this position will contribute to the development of an array of marketing strategies for reaching multiple demographics. Develops tools and methods for collecting data that include but is not limited to surveys, questionnaires, and opinion polls. Collects and analyzes data to identify customer trends. Assists with promotional graphics and monitors and manages social media platforms. Works closely with the Public Relations Specialist to promote continuity and streamline service delivery.

OTHER DUTIES AND RESPONSIBILITIES

5% Other duties as assigned. May be required to perform duties under supervision of the Athens
+/-2% County Red Cross during an emergency in accordance with the Athens County Job and Family Emergency Preparedness Plan and any applicable Emergency Operations Plan.

WORKER CHARACTERISTICS AND MINIMUM QUALIFICATIONS

MINIMUM ACCEPTABLE CHARACTERISTICS: (*indicates may be developed after employment)

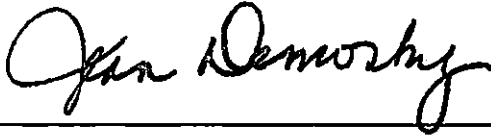
Knowledge of: Marketing platforms and trends, graphic design, and social media.

Skills: Strong organizational and time management, oral/written communication and problem solving.

Ability to: Work in a fast-paced detailed environment and adjust to marketing trends as needed.

MINIMUM QUALIFICATIONS: Currently enrolled in undergraduate program with a concentration in marketing, communication, or closely related field. Valid Ohio driver's license. Enrollment in an advance degree program and experience with major social media platforms preferred.

POSITIONS DIRECTLY SUPERVISED: None.



Signature of Appointing Authority

4/14/21

Date

Signature of Employee

Date