

2019 PROGRAM SPECIFICATION  
RAMAC

PROGRAM #: 670

STANDARD PROGRAM: Marketing Coordinator

TARGET POP: N/A

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YEAR: 2019

UNITS: Actuals

CLIENTS: N/A

ALLOCATION: TBD

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UNIT DEFINITION: Actual Expenses

GEOGRAPHICAL AREA TO BE SERVED: Racine County

DAYS/HRS OF SERVICE AVAILABILITY: Monday – Friday: 8:00 a.m. – 5:00 p.m. and some evenings and weekends

MINIMUM STANDARDS:

Provider must agree to comply with the following terms and conditions:

- Standard contract language
- Certification standards where applicable
- Fiscal and program reporting criteria
- Allowable Cost Policy
- Audit criteria
- Policies and procedures as defined in Racine County Human Services Department Contract Administration Manual
- Maintain adequate liability coverage
- Civil Rights/Affirmative Action Policies
- Criminal background checks for staff
- Drug screening, driver's license checks and reference checks
- Human Resources Condensed Policy Manual for Student Interns, Volunteers, Temporary Agency and Contracted Staff.
- Payment of all wages, payroll taxes, worker's compensation, social security, federal and state unemployment insurance and any and all other federal and state taxes relating to the staff
- Fair Labor Standards Act
- Withholding payroll taxes, paying unemployment insurance, worker's compensation and social security contributions
- Complete performance evaluations and discipline and maintain employment records
- Recognize that authorization for services is approved by Racine County Human Services Department.
- All informational materials (program descriptions, brochures, posters, etc.) must identify it as a RCHSD program through the use of a standardized RCHSD format provided by Racine County.
- The program must be identified as a RCHSD program in all public presentations and media contacts/interviews.
- All Provider external vacancies shall be advertised on JobCenterofWisconsin.com and Indeed.com

PROGRAM DESCRIPTION:

**Marketing Coordinator**

1 FTE

\*\*\* This position is shared with Kenosha County at 30%

**Basic Functions**

This position works closely with the Marketing and Fund Development Manager in the development of marketing materials and strategies for all Racine County programs, departments and initiatives.

**Essential Duties**

1. Interface with Workforce Solutions, Human Services and other Racine County department staff to create print and electronic marketing pieces.
2. Propose other areas where Racine County initiatives and programs could be marketed to the public.
3. Identify and evaluate new sources for Racine County exposure.
4. Maintain up-to-date information on Racine County website.
5. Take photos of events and record where appropriate.
6. Use social media to effectively engage the community and create awareness of services offered by Racine County.
7. Assist with coordination of special meetings and events.
8. Participate in staff meetings, trainings, workshops and outreach events.
9. Perform any other functions as needed by management and organization to meet marketing goals.
10. Conceptualize, develop and design materials to effectively achieve desired outcomes.
11. Evaluate and measure performance of marketing efforts using metrics and analytics.
12. Complete tasks and project within prescribed timeline.
13. Other duties as assigned.

**Organizational Placement**

Reports to the Marketing and Fund Development Manager.

**Supervision Received**

Receives general supervision from the Marketing and Fund Development Manager.

**Qualifications**

- Bachelor's degree in Communications, Business, Management, Education or a related field.
- Two (2) years' work experience in making independent decisions and meeting deadlines.
- Valid Wisconsin driver's license.
- Demonstrated knowledge and sensitivity to various cultures and underserved and underserved families from all socio-economic backgrounds.
- Recent technical training or experience with Microsoft Word, Access, Excel, PowerPoint and current graphic design software.
- Knowledge and experience using multiple social media platforms.
- Prompt and regular attendance.
- Or any equivalent combination of education, training, or experience which provides the requisite knowledge, skill, and abilities.

**Knowledge, Skills and Abilities**

- Ability to effectively communicate orally and in writing.
- Ability to maintain accurate and complete records both paper and electronic.
- Ability to evaluate information and exercise independent judgment in making decisions.
- Ability to communicate well with staff, team members, other functional teams and the public.

**EVALUATION OUTCOMES:**

1. 100% of referred candidates will meet minimum qualifications per the job description provided by Racine County.
2. 90% of vacancies will be filled within 60 days of initial posting.
3. 90% of employees will maintain a position within Racine County for the calendar year, maximizing employee retention.

An Evaluation Outcome Report must be submitted to Racine County HSD Contract Compliance Monitor by 2/1/20.