



Marketing & Community Outreach Coordinator Job Description

Exempt:	No
Department:	Communications Department
Reports To:	Chief Administration Officer
Location:	City Hall, Jonesboro, AR
Date Prepared:	June 3, 2026
Date Revised:	
Safety Sensitive:	No

GENERAL DESCRIPTION OF POSITION

The Marketing & Community Outreach Coordinator is responsible for coordinating the City's public information, media relations, community engagement, outreach activities, and strategic communications initiatives. The position serves as a primary liaison between the City, media organizations, community groups, stakeholders, and the public, promoting awareness of City programs, services, projects, and initiatives.

Under the direction of the Chief Administrative Officer, the incumbent develops and coordinates communication and outreach efforts designed to increase citizen engagement, strengthen community relationships, enhance transparency, and support organizational goals. The position provides professional communications support to City Administration and departments through media coordination, public information activities, event management, community outreach, executive communications, and special projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Coordinate and implement community outreach, public information, marketing, and citizen engagement initiatives that promote awareness of City programs, services, projects, and events.
2. Serve as a primary contact for media inquiries and coordinate outbound media communications, press releases, public notices, and related communication materials as directed by City Administration.
3. Develop and maintain effective working relationships with media representatives, community organizations, civic groups, businesses, educational institutions, neighborhood organizations, and other stakeholders.
4. Coordinate and manage community events, public engagement activities, outreach initiatives, special events, conferences, summits, public meetings, and City-sponsored programs.
5. Coordinate and support special event requests submitted by citizens, organizations, businesses, and community groups.
6. Represent the City at public events, community meetings, outreach activities, speaking engagements, and public functions as assigned.
7. Coordinate with City Administration to develop public information materials, educational

resources, reports, presentations, newsletters, correspondence, and community outreach campaigns.

8. Assist in the development and implementation of communication, public information, branding, marketing, multimedia, and community engagement programs.
9. Coordinate with City Administration in implementing communication and public engagement initiatives designed to increase community awareness, transparency, and citizen participation.
10. Prepare speeches, correspondence, reports, communication studies, presentations, multimedia materials, videos, public information documents, and other communication resources as requested.
11. Gather, compile, organize, and consolidate departmental information and reports for distribution to City Administration, City Council, and other stakeholders.
12. Provide assistance with Freedom of Information Act requests and public information inquiries in accordance with applicable laws and City policies.
13. Serve as a public liaison during emergency situations, critical incidents, special events, and other activities requiring public communication and coordination.
14. Manage and coordinate special projects, public engagement initiatives, conferences, summits, community meetings, and assigned outreach programs.
15. Assist City departments with communication planning, writing projects, graphic content, marketing initiatives, digital communication efforts, and citizen engagement activities.
16. Monitor outreach activities and communication efforts and provide recommendations for improving public awareness, community engagement, and participation.
17. Maintain records, schedules, communication materials, event documentation, and outreach activity reports.
18. Attend meetings, conferences, community events, and public functions as required.
19. Operate a City vehicle in the performance of assigned duties.
20. Perform all other related duties as assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Bachelor's degree in Communications, Public Relations, Marketing, Journalism, Public Administration, Business Administration, or a closely related field or four (4) years of progressively responsible experience in communications, public information, marketing, community outreach, public relations, event coordination, or a related field; or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

COMMUNICATION SKILLS

Ability to write reports, business correspondence, and policy/procedure manuals; ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS

Ability to analyze information, evaluate alternatives, exercise sound judgment, and make decisions within established policies and procedures. Ability to manage multiple projects, prioritize assignments, resolve problems, and respond appropriately to changing circumstances involving public information, community outreach, and communication activities.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Advanced:

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Outlook
- Social Media Management Platforms
- Content Creation and Communication Software

Intermediate:

- Microsoft Excel
- Website Content Management Systems
- Graphic Design and Multimedia Applications
- Database Systems

Basic:

- Contact Management Software
- Online Collaboration Platforms
- Video Conferencing Software

INITIATIVE AND INGENUITY

SUPERVISION RECEIVED

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

PLANNING

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work; may also occasionally assist in the planning of work assignments performed by others within a limited area of operation.

DECISION MAKING

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance; the latter of which would affect the work operations of other employees and/or clientele to a moderate degree.

MENTAL DEMAND

Very close mental demand. Operations requiring very close and continuous attention for control of operations which require a high degree of coordination or immediate response. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

ANALYTICAL ABILITY / PROBLEM SOLVING

Directed. Supervisory and/or professional skills using structured practices or policies and directed as to execution and review. Interpolation of learned things in moderately varied situations where reasoning and decision-making are essential.

RESPONSIBILITY FOR WORK OF OTHERS

Responsibility for work of others: Not indicated.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Occasionally responsible for organization's property where carelessness, error, or misappropriation would result in moderate damage or moderate monetary loss to the organization. The total value for the above would range from \$5,000 to \$150,000.

ACCURACY

Probable errors would normally not be detected in succeeding operations and could possibly affect organization-patron relationship, involve re-work, or additional expenditures in order to properly resolve the error. The possibility of such errors would occur quite frequently in performance of the job. May also cause inaccuracies or incomplete information that would be used in other segments of the organization as a basis for making subsequent decisions, plans, or actions.

ACCOUNTABILITY**FREEDOM TO ACT**

Directed. Freedom to complete duties as defined by wide-ranging policies and precedents with mid to upper-level managerial oversight.

ANNUAL MONETARY IMPACT

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, and savings from new techniques or reduction in manpower.

Very small. Job creates a monetary impact for the organization up to an annual level of \$100,000.

IMPACT ON END RESULTS

Moderate impact. Job has a definite impact on the organization's end results. Participates with others in taking action for a department and/or total organization.

PUBLIC CONTACT

Extensive contacts with various diversified sectors of the public environment; wherein, the contacts are of major importance and failure to exercise proper judgment can lead to substantial losses to the organization.

EMPLOYEE CONTACT

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Regular use of highly complex machines and equipment; specialized or advanced software programs.

WORKING CONDITIONS

Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

ENVIRONMENTAL CONDITIONS

The following work environment characteristics described here are representative of those an employee encounters while performing 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 quiet.

PHYSICAL ACTIVITIES

The following physical activities 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 and expectations.

Semi-repetitive, low physical. Semi-repetitive type work which requires periods of concentration for varied time cycles as prescribed by the tasks.

While performing the functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, talk or hear; occasionally required to stand, walk, reach with hands and arms, stoop, kneel, crouch, or crawl.

ADDITIONAL INFORMATION

Not indicated.