

# Convention Center Authority

**Position Title:      Communications & Graphics Coordinator**

<b>Position #:</b>	10694
<b>Salary Grade:</b>	CA 4
<b>Effective Date:</b>	
<b>Revision Date:</b>	7/20/2016

<input checked="" type="checkbox"/> <b>Exempt</b> <input type="checkbox"/> <b>Non-Exempt</b>
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<input checked="" type="checkbox"/> <b>Full-Time</b> <input type="checkbox"/> <b>Part-Time</b> <input type="checkbox"/> <b>Seasonal</b>
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<b>Indicate Employee Type</b>
<input type="radio"/> Administration <input checked="" type="radio"/> Sales/Marketing <input type="radio"/> Event & Guest Services <input type="radio"/> Operations <input type="radio"/> Finance & Administration <input type="radio"/> Food & Beverage Services

**POSITION SUMMARY: In a few sentences, briefly describe the primary function and purpose of position.**

Under the direction of the Marketing & Public Relations Manager, is responsible for coordinating key communications and graphics functions for Music City Center; perform a variety of specialized and administrative functions to increase MCC visibility through the development and design of information and materials.

**PRINCIPAL POSITION RESPONSIBILITIES/DUTIES: Below is a list of major tasks beginning with the most important for which the position is responsible.**

RESPONSIBILITIES/DUTIES	
1.	Develops materials and interact with internal/external clients to deliver MCC's message to the public and the media.
2.	Conceptualizes and implements collateral materials, client presentations, advertising, web site development, direct mail and video.
3	Assist Marketing & Public Relations Manager with all MCC marketing, communications and public relations activities and materials including publications, media relations, client acquisition; assist with the development and production of the annual report.
4	Assist in the appearance of all MCC print and electronic materials such as letterhead, use of logo, brochures, etc.
5	Work closely with Marketing & Public Relations Manager and Event Managers to develop an on-going communications and marketing plan for events.
6	Coordinate photography for events, activities and for use in publications. Ensure appropriate releases are signed and filed.
7	Assist in developing strategic marketing and communications plan for the MCC.
8	Responsible for the programming/scheduling of all electronic signage for the MCC (interior/exterior) as well as design, post and manage content for the in-house Janus monitors, including advertising sales.
10	Write, post, manage and analyze online content, monitoring and reporting Facebook, Twitter, and social marketing campaigns, developing and communicating new channels of distribution to broaden the audience of the MCC as well as aiding in strategizing and reporting on social media campaigns for MCC.
11	Assist with room drawings and design maps on an as needed basis.
12	In the absence of the Marketing and PR Manager, will serve in the role of spokesperson and will be required to respond to media inquiries.
<b>Perform additional duties as assigned.</b>	

**Job Evaluation Factors (Check all that apply)**

<b>Formal Education</b> <i>(Minimum Required)</i>	<input type="checkbox"/> H.S. Diploma or GED preferred	<input checked="" type="checkbox"/>	Bachelor's Degree preferred in Marketing, Hospitality or Journalism or closely related field
	<input type="checkbox"/> Vocational or Technical School required	<input checked="" type="checkbox"/>	Education/Experience Equivalent
	<input type="checkbox"/> Associate's Degree preferred	<input type="checkbox"/>	Other:

<b>Minimum Experience</b> <i>(Minimum Required)</i>	<input type="checkbox"/> None	<b>Impact On Budget</b>	<input type="checkbox"/> Contributory
	<input type="checkbox"/> One to three years		<input type="checkbox"/> Direct
	<input type="checkbox"/> Three to five years		<input type="checkbox"/> Other:
	<input checked="" type="checkbox"/> Other: 6 months experience in public relations and communications preferably in the hospitality industry; or an equivalent combination of education, training and/or experience.		

<b>Decision Making</b> <i>(level of direction &amp; supervision)</i>	<input type="checkbox"/> Little independent judgment required
	<input checked="" type="checkbox"/> Judgment/discretion to make independent decisions within guidelines
	<input type="checkbox"/> Establish Policy & Procedures
	<input type="checkbox"/> Other:

<b>Problem Solving</b> <i>(Typical level encountered over extensive period of time)</i>	<input type="checkbox"/> By reporting and/or talking to supervisor
	<input checked="" type="checkbox"/> Choices defined in standard work procedures/policies
	<input checked="" type="checkbox"/> Methods chosen before in similar situations
	<input type="checkbox"/> Identification and analysis of diverse problems
	<input type="checkbox"/> Complex, varied and only mildly related to those seen before
	<input checked="" type="checkbox"/> Requires understanding/evaluation of impact upon the CCA
<input type="checkbox"/> Other:	

<b>External Contacts</b>	<input type="checkbox"/> External communication is minimal
	<input checked="" type="checkbox"/> Regular contact with general public
	<input type="checkbox"/> External contacts involving difficult formal negotiations
	<input checked="" type="checkbox"/> Effectively deal with diverse groups and organizations
<input type="checkbox"/> Other:	

<b>Supervisory Responsibility</b> <i>(Typical level encountered over extensive period of time)</i>	<input checked="" type="checkbox"/> None
	<input type="checkbox"/> Authority limited to direction of temporary employees only
	<input type="checkbox"/> Orient/train others; may act in a lead capacity
	<input type="checkbox"/> Provide leadership/direction to staff on event related issues
	<input type="checkbox"/> Supervise multiple functions, with full responsibility for effective operation & results
	<input type="checkbox"/> Overall responsibility to provide direction and guidance
	<input type="checkbox"/> Other:
	Number of Direct Reports: 0

<b>Job-Related Knowledge</b> <i>(knowledge of...)</i>	<input checked="" type="checkbox"/> Excellent skills in oral/written communication, proofreading, strong editing skills, developing and maintaining media contacts	<input checked="" type="checkbox"/> Microsoft Publisher/Adobe InDesign
	<input checked="" type="checkbox"/> Microsoft Word	<input checked="" type="checkbox"/> Adobe Illustrator
	<input checked="" type="checkbox"/> Microsoft Excel	<input checked="" type="checkbox"/> Photoshop
	<input checked="" type="checkbox"/> Microsoft PowerPoint	<input checked="" type="checkbox"/> Administrative principles/practices
	<input type="checkbox"/> Microsoft Access	<input checked="" type="checkbox"/> Computers
	<input checked="" type="checkbox"/> Microsoft Outlook	<input checked="" type="checkbox"/> Other: CAD
	<input checked="" type="checkbox"/> Ability to follow through on tasks with minimal supervision	<input checked="" type="checkbox"/> Ability to work under high-pressure conditions and deadlines, think analytically and imaginatively; attention to detail
	<input checked="" type="checkbox"/> Professional attitude and appearance	<input checked="" type="checkbox"/> Attention to detail and strong project management skills
	<input type="checkbox"/> Flexible work schedules; will include nights, weekends and holidays	<input checked="" type="checkbox"/> Ability to work as a team player

**WORKING CONDITIONS/PHYSICAL EFFORT: (Check all that apply)**

<b>Working Conditions</b>		<b>Physical Effort</b>	
<input checked="" type="checkbox"/> Office, computer room	<input type="checkbox"/> High noise environment	<input checked="" type="checkbox"/> Typically sitting at a desk or table	<input checked="" type="checkbox"/> Lifting 11-25 lbs
<input type="checkbox"/> Service Areas	<input type="checkbox"/> High dust, dirt, grease environment	<input type="checkbox"/> Typically standing or walking	<input type="checkbox"/> Lifting 25 lbs or more
<input checked="" type="checkbox"/> Flexible work schedules	<input type="checkbox"/> Exposure to moving machinery	<input checked="" type="checkbox"/> Bending, crouching, stooping	<input type="checkbox"/> Using Power Tools
<input checked="" type="checkbox"/> Valid TN Driver's License	<input type="checkbox"/> Exposure to chemicals	<input type="checkbox"/> Running, climbing	<input type="checkbox"/> Using Pallet Jack
<input type="checkbox"/> Travel Required	<input type="checkbox"/> Outdoor exposure to weather	<input type="checkbox"/> Intermittently sitting/standing/walking	<input type="checkbox"/> Using Utility Carts
<input checked="" type="checkbox"/> Exposure to Customers	<input type="checkbox"/> Requires Pre-employment Physical	<input type="checkbox"/> Climbing ladders/scaffolds	<input type="checkbox"/> Using Forklift
		<input type="checkbox"/> Lifting 10 lbs or less	<input checked="" type="checkbox"/> Driving CCA Vehicle

Team Member Print  
Name/Date \_\_\_\_\_

Date: \_\_\_\_\_

I have read and understand the job requirements.

Team Member Signature \_\_\_\_\_

Supervisor Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor's Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Copies to: Team Member  
Department Director  
Personnel File

For HR Use Only (Do not write below this line):