

Apply By October 7th, 2022

PERRY IA
CULTURE & COMMUNITY THRIVE HERE.



Marketing & Engagement Coordinator

Perry, Iowa

Marketing & Engagement Position Profile

About the Opportunity

The City of Perry is seeking qualified applicants for the position of Marketing and Engagement Coordinator. The Marketing and Engagement Coordinator reports to the City Administrator. The ideal candidate for this position is creative, forward thinking, welcoming of challenges and hard work, collaborative, empathetic, approachable, and experienced in all aspects of marketing and engagement. The ability to distinguish the skills and talents of each team member, see the big picture, deliver positive and present leadership, and to demonstrate a commitment to equity and inclusion. Our selected candidate will join a team of passionate professionals who are dedicated to innovation, creativity, and exceptional service.

About the Community

Perry is a thriving community of 8,000 residents in northern Dallas County, conveniently located on Highway 141 just 20 minutes from the Des Moines Metro. Dallas County is the 5th fastest growing county in the United States. Designated as one of Iowa's "Great Places," Perry boasts a combination of arts, history, culture, commerce, and recreation, unmatched to any other community of its size! Perry's walkable downtown is home to more than 30 buildings on the National Register of



Historic Places, multiple arts and culture festivals, as well as several murals and public art pieces, including four sculptures along the Willis Avenue boulevard that pay tribute to Perry's historical ties to the railroad, agriculture, industry and the arts. Additionally, Perry offers K-12 education options through the Perry Community School District and St. Patrick's Catholic School. Des Moines Area Community College has a campus in Downtown Perry and there are several Public and Private Universities close by.

Discover the many treasures of Perry, including the historic Hotel Pattee, a fully restored Carnegie Library, unique shops, destination dining, photo ops and access to miles of paved trails on the Raccoon River Valley Trail and High Trestle Trail.

The City of Perry is a Mayor-Council with appointed Administrator form of government. The organization includes 50 full-time employees and an overall annual budget of nearly \$15 million. The Director is hired and reports to the City Administrator. This is a new position for the City of Perry, the person selected for the position will have the opportunity to guide the development and implementation of a new Marketing and Engagement Plan.

About the Opportunity

This opportunity plays a key role in supporting and promoting the communication goals of the City by performing a range of activities including updating website content and social media platforms, writing/editing and producing both written and graphical content for a variety of print and digital projects, developing and implementing a Marketing and Engagement Plan, developing and managing special events. This position will assist and coordinate marketing and engagement efforts of all City departments. This position will work closely with the Community and Economic Development Department, which leads the City's development policies under the four guiding pillars of Industry, Downtown, Housing and the Arts & Tourism, leveraging resources to improve the well-being of each citizen.

Business & Industry

Perry has varied and healthy business and industrial sectors. Most of our companies are locally owned and managed by individuals who are active in the community. Over the past few years many companies have had or plan major expansions of facilities, equipment, and jobs. The City has provided leadership leveraging these private investments with federal and state assistance programs for the betterment of community and industry alike. It is also a priority of the City, working with partners, to track the pulse of the area companies with regular executive calls resulting in facilitating opportunities and providing solutions to challenges they may have for further growth.



Downtown

Perry's Historic Commercial District is flourishing as a cultural and entertainment center for northwest Dallas County and the metro. Encouraging building façade improvements and structural renovations is a major component of the City's downtown plan. In addition, upper story housing is in increasing demand and many buildings have or are remodeling upper story apartments. It is the City's goal to encourage and facilitate the growth of Perry's downtown district with new investment and activity.

Housing

Attracting new and maintaining current housing is an essential priority in Perry's economic growth.

As the Des Moines metro growth moves westward, Perry is positioned for the development of new residential subdivisions and the revitalization of our historic neighborhoods.

The City has gained the attention of residential developers with an aggressive residential tax abatement program. This program applies to new residential construction and existing home renovations across the market from single family to multi-family activity. A key responsibility of

the position is to assist the Community and Economic Development Department to manage these programs and promote continued residential growth



Arts and Tourism

Perry is in the advantageous position of being at the trailheads of two nationally recognized trails, the Raccoon River Valley Trail and the High Trestle Trail. Once the soon to be completed connector is finished between the two trails, the influx of additional trail users will provide further opportunities for growth of businesses and cultural and recreational amenities, both for visitors and residents alike. It is an initiative of the City to take advantage of these opportunities by developing wayfinding signage and marketing strategies to attract trail users off the trail to showcase our businesses and community. These strategies will also help showcase the community's collection of public and private art throughout the community.

About the Position

Duties and Responsibilities

- Coordinates and edits publications, writes speeches and press releases, coordinates special events, helps to develop key communication messages and manages graphic standards

- Works collaboratively with all Departments to achieve strategic communication goals/support for the needs of the Organization.
- Maintains and updates content on City website and engagement platform(s). Ensure all web pages follow website policies and guidelines. Write and design original content and assist and advise departments with their web content as needed.
- Prepares emergency updates and distributes on accelerated schedules during periods of severe weather and crisis.
- Coordinates the development of marketing material.
- Creates, implements, and monitors content on all social media platforms.
- Provide multi-media content, primarily photography and short video.
- Researches appropriate external funding opportunities thorough private grants and state and federal resources.
- Supports grant writing activities.
- Plan, implement and promote public awareness and community engagement events that may include public feedback and visioning sessions and community events.
- Respond to community inquiries received via website, email, phone calls, public comment, engagement websites, or social media.
- Respond to press inquiries as assigned by the City Administrator.
- Assists with communication projects to ensure that residents and businesses are informed about activities, functions and initiatives of the City.
- When necessary, develop proactive community engagement campaigns to inform, communicate with, involve, and collaborate with elected officials, other governmental organization, members of the public, and businesses.
- Serve as administrator for software platforms as designated by the City Administrator.
- Provide technical support/ training on communication practices to key staff members. Train other City employees how to effectively engage the public including conducting engagement campaigns when necessary.
- Recommend best practices related to City communications.
- Performs similar or related work as required, directed or as situation dictates

Education and Experience

- Bachelor's degree (BA) in communications, journalism, marketing, graphic design, public administration or related field.
- Experience in a similar position.
- Knowledge of the principles and methods of public relations as it relates to public administration and public information.
- Knowledge of current social media practices.
- Experience with website content management and publication of communication materials.
- Understanding of the effective use of graphic arts in communication.
- Knowledge and experience with photography, videography and Adobe Creative Suite programs.
- Ability to establish and maintain effective working relationships with other officials, civic organizations, employees and the general public.
- Valid driver's license and good driving record.

- Subject to a post-offer drug and alcohol screening and background check.

Preferred Training and Qualifications:

- Master's degree
- Bi-lingual in Spanish

Salary and Compensation

The City of Perry offers a competitive benefits package that includes a salary range starting at \$45,000 - \$55,000 depending on the experience and qualifications of the successful candidate. Additional benefits include health, dental, vision and life insurance, long term disability, IPERS, vacation, sick leave, nine holidays, two personal days, clothing allowance, and Recreation Center Membership.

How to Apply

Cover letter and resume can be sent to the attention of Sven Peterson, City Administrator.

E-mail: sven.peterson@perryia.org,

Mail: Sven Peterson, City Administrator, Perry City Hall, 1102 Willis Ave P.O. Box 545, Perry, Iowa, 50220.

Applications will be accepted through October 7th, 2022.

The City of Perry, Iowa is an Equal Opportunity Employer.