



2000 Forest Ridge Drive, Bedford Texas 76021
www.bedfordtx.gov (817) 952-2100

Open: November 11, 2013
Close: When Filled

JOB POSTING
Marketing Specialist
Full Time
Monthly Salary \$3,252

JOB SUMMARY:

The purpose of this position is to create and maintain a favorable image for the City through marketing efforts. This is accomplished by creating and maintaining the City's social media program, communicating with the public through a variety of communication tools; developing advertising and promotional campaigns; and assisting the Managing Director with communications projects.

MINIMUM QUALIFICATIONS:

- Bachelor's degree (B.A.) is preferred; or one to three years related experience and/ or training; or equivalent combination of education and experience.
- Must possess a valid Texas Drivers License.
- Knowledge of computer programs including Microsoft Office products such as Word, Excel, Access and PowerPoint, publishing programs and web development tools.
- Ability to read, analyze, and interpret complex documents and re-write them in a "user friendly" format.

SKILLS AND EXPERIENCE:

- Advanced written and verbal communications.
- Advanced social skills to effectively deal with employees and the public.
- Preferred knowledge of communications software including Quark, Dreamweaver, Indesign
- Must possess key boarding skills of 40 wpm
- Ability to write general articles and correspondence.
- Ability to respond effectively to the most sensitive inquiries or complaints.

TO APPLY:

Applications are available at City Hall, 2000 Forest Ridge, Bedford, TX or on line on our web site @ www.bedfordtx.gov/hr.

The City of Bedford is an Equal Opportunity/ Affirmative Action Employer