



CITY OF SUNNYVALE
Department of Human Resources
505 West Olive Ave., Suite 200
Sunnyvale, CA 94086

<https://www.sunnyvale.ca.gov>

**INVITES APPLICATIONS FOR THE POSITION OF:
Marketing Associate (Casual Paraprofessional 2)**

An Equal Opportunity Employer

SALARY

\$23.38 - \$29.84 Hourly

OPEN DATE: 07/01/19

CLOSE DATE: Continuous

THE POSITION

**MARKETING ASSOCIATE
(CASUAL PARAPROFESSIONAL 2)**

Note: Casual non-benefited employees are limited to working no more than twenty-five (25) hours per week and no more than 900 hours in a fiscal year (July 1-June 30).

Under general supervision, individuals assigned to this classification assist the organization to develop and design brochures, reports, websites, social media, city branding and other marketing and presentation materials (social media). This classification focuses on the development of graphic representation for division or department materials. Individuals in this classification are primarily focused on enhancing written material as well as developing materials for the Internet (enhancing the Division's social media presence).

DISTINGUISHING CHARACTERISTICS

This responsible position is characterized by developing new and innovative presentations (marketing collateral) with limited structure or routine work. Work assignments are performed in collaboration with various divisions and levels of staff, independently, with responsibility for following through on development. Contacts are regularly made both internally and externally at all levels of the organization involving tact, discretion, good listening and customer service skills. The position requires creative ability, knowledge of how to generate graphics using the computer and the ability to exercise a reasonable degree of independent judgment. This classification assists with development and implementation of standards for consistency in materials, written and posted on the Internet. Additionally, the position requires good written communication skills, public relations, interpersonal, and problem solving skills and abilities. The Marketing Associate receives direction from program supervisors and management staff.

ESSENTIAL JOB FUNCTIONS

(May include, but are not limited to, the following):

- Design and produce effective and stylish graphic work for print and display (edit electronic newsletter articles, blurbs and program descriptions for activity guide/fliers/online descriptions, and social media posts).
- Produce highly creative work within an established organizational style (related to branding and writing (Associated Press style).
- Develop graphic presentations (written content) for brochures, reports, logos and other marketing and presentation materials (design and produce effective collateral for digital and print to promote programs, events).

- Design and produce graphics materials using computer-based and traditional methods to meet organizational standards and deadlines.
- Consult with City staff and provide technical graphics advice.
- Oversee or participate in the planning, development and production of graphics materials.
- Review and approve final graphic production.
- Assist staff in the development of presentations using PowerPoint and other presentation software.
- Assist in the development of Websites.
- May be responsible for transferring and maintaining content of relevant portions of web-based publications and web sites.
- Perform other duties as required (e.g., develop and monitor posts and comments for social media accounts; promote community services programs and services by representing the division at community outreach events such as fairs, special events, etc.)

WORKING CONDITIONS

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination when using a computer keyboard. Additionally, the position requires near and far vision when reading and using a computer. Acute hearing is required when providing phone and personal service. The need to lift, push and pull files, paper and documents weighing up to 25 pounds also is required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Education and Experience:

The minimum qualifications for education and experience can be met in the following way:

A Bachelor's degree from an accredited college or university in graphic arts or a closely related field; AND

One year of related work experience that provides the required knowledge and abilities.

Knowledge of:

- Computer programs utilized in the production of graphic representations (specifically, the Adobe Creative Suite, Microsoft Publisher, Word, and Excel).
- Dynamics of development of Websites (social media sites).
- Basic principles, best practices and trends in graphic design (Associated Press Writing Style).

Ability to:

- Follow general instructions, directions and procedures.
- Accomplish assigned work and administrative tasks working independently or with a minimum of supervision.
- Process information and data in a relevant manner to reach reasonable conclusions and make practical decisions.
- Demonstrate flexibility of style relative to specific job assignments, working environments, shift schedules and hours.
- Interact well as part of a team.
- Perform relatively complex computer applications.
- Communicate with high proficiency in both written and spoken English.
- Use independent reasoning to solve programs of moderate complexity.
- Perform the essential functions of this position.

Skill in:

- Utilizing a personal computer and software relevant to this classification.

- Using design software packages (including Adobe Creative Suite and Dot Net Nuke, Microsoft Publisher, Word and Excel).
- Working effectively with others, as a contributing group or team member on multiple assignments.
- Establishing and maintaining effective work relationships with a variety of people, including City staff, the public, and outside consultants.
- Prioritizing assignments and workload appropriately and responding to multiple deadlines

Licenses/Certificates:

Possession and continued maintenance of a valid class C California driver's license and a safe driving record, or the ability to provide alternative transportation as approved by the appointing authority.

DESIREABLE QUALIFICATIONS:

- Previous experience in graphic and web design (experience in writing marketing collateral, and social media management and development).
- Bachelor's degree from an accredited college or university in marketing, or communications.

APPLICATION AND SELECTION PROCESS

APPLICATION PROCESS

If you are interested in this opportunity, please submit a City of Sunnyvale employment application and responses to the supplemental questions to the Department of Human Resources.

City application forms, completed in full and responses to the supplemental questions are required. Candidates are asked to fully describe any training, education, experience and/or skills relevant to this position. **Resumes are not accepted in lieu of the application, please do not indicate "see resume". Electronic applications may be submitted on-line through the City's employment page;** go to Sunnyvale.ca.gov, Search: Jobs or application materials may be submitted to: Department of Human Resources, 505 West Olive Avenue, Suite 200, Sunnyvale, CA 94088. Late or incomplete applications will also not be accepted. Please submit application materials as soon as possible to be considered for this position as this job posting may close without notice.

SELECTION PROCESS

Applications will be competitively screened based on the minimum qualifications of this position. Based upon a review of the application materials, the most qualified candidate applications will be forwarded to the hiring department for review. Application materials will be evaluated for job-related skills, experience and education. Individuals with the best match to the position will be invited to participate in an interview.

Applications are reviewed on an ongoing basis and information regarding next steps in the recruitment process will be sent via email. Please check your email regularly for status updates. If you have not heard back within five working days, please contact Faye Brand at fbrand@sunnyvale.ca.gov or 408-730-3015.

Any candidate, selected by the hiring department will be required to successfully complete a pre-employment process, which may consist of a background history check, as well as medical exam(s) administered by a City-selected physician(s) before hire. Prior to starting work, all newly-hired employees will be fingerprinted to check conviction history. A conviction history will not necessarily disqualify an applicant from appointment; however, failure to disclose conviction history will result in refusal of employment or termination. Positions which are covered by the Department of Transportation regulations are required to submit to a pre-employment drug test and to random drug and alcohol testing.

ADDITIONAL INFORMATION

For more information regarding this employment opportunity, contact Michele-Bridget

Ragsdale, Community Services Coordinator II at (408) 730-7338 or by email at Mragsdale@sunnyvale.ca.gov. For information relating to the application process contact Faye Brand, Human Resources Technician at (408) 730-3015 or email: fbrand@sunnyvale.ca.gov.

The information contained within this announcement may be modified or revoked without notice and does not constitute either an expressed or implied contract.

The City of Sunnyvale is an Equal Opportunity Employer. It is the policy of the City of Sunnyvale not to discriminate against all qualified applicants or employees on the basis of actual or perceived race, religion (including religious dress or grooming practice), color, sex (includes gender, pregnancy, childbirth, medical conditions related to pregnancy or childbirth, breastfeeding or medical conditions related to breastfeeding), gender identity and/or gender expression, sexual orientation (including heterosexuality, homosexuality and bisexuality), ethnic or national origin, ancestry, citizenship status, uniformed service member status, marital status, family relationship, age, cancer or HIV/AIDS related medical condition, genetic characteristics and/or genetic information, and physical or mental disability. Applicants needing special accommodations for testing should submit a request to the Department of Human Resources at time of application.

APPLICATIONS MAY BE OBTAINED AND FILED ONLINE AT:

<https://www.sunnyvale.ca.gov>

OR

505 West Olive Ave., Suite 200,
Sunnyvale, CA 94086

EXAM #19-00152

MARKETING ASSOCIATE (CASUAL PARAPROFESSIONAL 2)

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Marketing Associate (Casual Paraprofessional 2) Supplemental Questionnaire

* 1. Instructions for completing the supplemental questionnaire:

This supplemental questionnaire will be a primary tool in the evaluation of your qualifications for this position. The supplemental information that you provide will be evaluated along with your completed application. Please limit your response to one page per question. In answering the question(s), be as specific as you can. Some questions may include multiple parts (i.e., (a), (b), (c), (d), etc.). Please make sure to address each part of each question in the supplemental questionnaire below.

Please be advised that you will be 'timed out' of this page after 30 minutes.

Therefore, it is best to copy the supplemental questions that require text answers from this page into a document that you can save on your computer, produce your responses in that document, and then copy and paste the responses into the space provided below. Additionally, please save your work continuously.

The completed application and responses to supplemental questions constitute an examination. **Note: qualifying experience must be reflected on the job application form.**

Resumes may be attached, but they will not be accepted in lieu of completing the job experience section of the application or the supplemental questions. The information you provide will be used to further identify those applicants who are best qualified to continue in the selection process for this position.

Your responses to the questions that require you to detail your background and experience should include the following information:*

- The number of years of experience you have had performing the duties that you are describing;
- The name(s) and type(s) of organization(s) where you obtained such experience; and,
- Your role and specific responsibilities within the organization(s).

****Responses to the supplemental questions that indicate "see resume" are considered incomplete.*** By checking the 'Yes' response below, I indicate that I have read these instructions for completing the supplemental questionnaire and in accordance with these instructions, I understand that written responses to the supplemental question(s) listed below are required, in order to evaluate my qualifications for this position and for my

application to be considered complete.

Additionally, I certify that I have completed the following supplemental questionnaire on my own; the answers accurately reflect my training, education and experience; and, I understand that my responses are subject to verification.

☐ Yes ☐ No

- * 2. Do you have a Bachelor's degree from an accredited college or university in graphic arts, marketing, communications or a closely related field?

☐ Yes ☐ No

- * 3. If you answered "yes" to the question above, list the accredited college or university attended, degree, and field of study. If not, enter NA in the space below.

- * 4. Verification of the required education is required. Have you attached a copy of your degree or transcripts or can you provide education verification?

☐ Yes, and I have attached documentation of course completion or I will email documentation to Faye Brand at(fbrand@sunnyvale.ca.gov).

☐ I cannot provide verification

- * 5. Do you have one year of related work experience within the graphic arts field? If yes, please describe your experience in detail, in the space below. If no, please enter N/A in the space below.

- * 6. Please describe your experience using each of the following: Adobe Creative Suite, Microsoft Publisher, Microsoft Word, and Microsoft Excel in the production of graphic representations. If none, please enter NA in the space below.

- * 7. Please describe your experience with the development and/or management of websites and social media sites. If none, indicate NA in the space below.

- * Required Question