



Office of Human Resources  
Marketing and Communications Director - LA3229

THIS IS A PUBLIC DOCUMENT

### General Statement of Duties

Directs the marketing, public relations, public information, and/or communications functions for a large department/agency and/or a division that has city wide impact including developing and implementing annual and multi-year work plans and implementation strategies, ensures resources are available to achieve work plans, resolves complex business issues, and establishes management practices and process that ensure the accomplishment of performance standards.

### Distinguishing Characteristics

There are two classes in the Marketing and Communications management series: Marketing/Communications Manager and Marketing/Communications Director. A Marketing/Communications Manager manages marketing, public relations, public information, and/or communication endeavors generally for smaller agencies/departments or a unit in larger organizations and is generally responsible for supervising first-line supervisors and/or individual contributors.

The Marketing/Communications Director is a mid-level management class. A Marketing/Communications Director oversees larger departments/agencies and/or a division that has citywide marketing, public relations, public information, and communication endeavor to meet strategy objectives including developing annual and multi-year marketing and communication plans. This position may lead both marketing and communications or either marketing or communications for a large agency. A Director position is operationally and/or functionally focused as well as strategically focused.

### Level of Supervision Exercised

Directs a division of a department or oversees a small office or independent agency by supervising managers, supervisors, and may supervise individual contributors.

### Essential Duties

Develops and executes strategic framework to promote the department/agency's goal of building and enhancing the internal and external brand. Develop and achieve communication or marketing key performance indicators to demonstrates how effectively the organization is achieving these objectives. Oversees written content for the department/agency's website, social media platforms, department newsletter, public information materials, and executive communications.

Develops, oversees, evaluates, executes and leads a comprehensive strategic marketing and communications plan for the department/agency, including internal and external communications, that align with the Department/Agency's overall strategic plan.

Oversees strategy, vision, vendor RFP/selection process, creation/production for all internal and/or external marketing and communications related to department/agency policy. Approves information to be disseminated to employees or the public.

Establishes and maintains good working relationships with media representatives, acts as a department/agency's principal spokesperson by arranging press coverage for a variety of public events and community outreach efforts, and oversees and coordinates the production and distribution of public information and announcements.

Serves as the primary strategic advisor to the Mayor Office, multiple nonprofit community partners, and/or private industry supporters for all marketing, communication and/or public relations matters relating to assigned department/agency.

Develops and updates department/agency policy for public information responses, responds to critical or sensitive public information, CORA requests from the public, media, elected/appointed officials, and/or others, and ensures legal compliance in areas affecting public access to information. Oversees all department/agency crisis communications by serving as a spokesperson and/or providing executive counsel, and interacting with city, local, state, or federal officials and manages legal implications of response.

Implements annual operating plan for marketing and/or communication for department/agency or citywide function. Resolves operational and management issues, makes decisions that are inclusive of multiple perspectives, and solves underlying problems.

Oversees all projects and monitors through consistent follow-up and recalibration, if necessary. Oversees event planning activity for agency or citywide functions including marketing and promotion of these events.

Ensures financial resources are utilized appropriately and shifts resources based on business needs within budget restraints. Responsible for contract negotiation including management of related external vendors. Processes all internal requirements for contract execution including scope of work strategies and budget requests.

Manages and organizes the internal team and external consulting resources to meet the needs of clients. Determines staffing needs; selects, hires, acculturates, coaches, develops, and evaluates staff.

Develops goals, documents performance, provides performance feedback and formally evaluates the work of the employee; provides reward and recognition for proper and efficient performance. Assists staff to achieve performance standards and identifies opportunities for continual improvement to performance standards.

Performs other duties as assigned.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

## Competencies

Thinking Strategically - Thinks strategically and promotes best practices and leading-edge ideas.

Deciding and Initiating Action - Takes responsibility for actions, projects and people; makes quick, clear decisions which may include tough choices, after considering risks.

Delivering Results - Sets high standards for quality, quantity, and timelines. Focuses on customer needs and satisfaction. Consistently achieves project goals.

Financial Management – Prepares, justifies, and/or administers the budget for program areas; plans, administers, and monitors expenditures to ensure cost-effective support of programs and policies; assesses financial condition of an organization.

Persuading and Political Influence - Gains clear agreement and commitment from others by persuading, convincing and negotiating. Makes effective use of political processes to influence others.

Technical Competence – Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Coaching - Provides others with clear direction, motivates, and empowers. Recruits staff of a high caliber and provides staff with development opportunities and coaching.

### **Knowledge & Skills**

Ability to manage multiple projects and tasks at once and prioritize as needed.

Ability to collaborate and communicate with people in a variety of roles across multiple agencies and departments and leadership levels. Ability to motivate and influence others.

Ability to think creatively and strategically.

Ability to discern color to prepare and review various publications, both print and electronic.

Ability to use e-communications and social media platforms to enhance communications and deliver messages to target audiences.

Knowledge of publishing techniques, including the editorial, graphic design, style, and production aspects of publishing.

Knowledge of qualitative and quantitative market research methods.

Skill in research and data analysis.

Skill in writing including skill to use written language accurately, concisely and creatively; command of correct grammar, spelling, and punctuation; and skills in editing and proofing copy.

### **Education Requirement**

Bachelor's Degree in Business Administration, Marketing, Communications or a related field.

### **Experience Requirement**

Five (5) years of experience managing in the communications field (journalism, graphic design, marketing, development communications and/or public relations.) Three (3) years of experience at the type and level of functional and/or operational management.

### **Education & Experience Equivalency**

Two (2) years of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

### **Licensure & Certification**

By position, requires a valid Driver's License at the time of application.

Licenses and certifications must be kept current as a condition of employment.

### **Working Environment**

For DPL Positions Specifically:

Atmospheric Conditions: conditions that affect the skin, eyes or respiratory system.

Handles absentee replacement on short notice.  
Handles emergency or crisis situations.  
Occasional pressure due to multiple calls and inquiries.  
Subject to pressure for multiple calls, inquiries, and interruptions.

### Level of Physical Demand

For DPL Positions Specifically:  
1-Sedentary (0-10 lbs.) - 2-Light (10-20 lbs.)

### Physical Demands

For DPL Positions Specifically:

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Sitting: Remaining in a stationary position.  
Reaching: Extending the hands, arms, or other device in any direction.  
Handling: Seizing, holding, grasping, through use of hands, fingers, or other means).  
Fingering: Picking and pinching, through use of fingers or otherwise.  
Talking: Communicating ideas or exchanging information.  
Hearing: Perceiving and comprehending the nature and direction of sounds.  
Repetitive Motions: Making frequent or continuous movements.  
Eye/Hand/Foot Coordination: Performing work through using two or more body parts or other devices.  
Vision Near Acuity: Ability to perceive or detect objects at 20 inches or less.  
Vision Far Acuity: Ability to perceive or detect objects clearly at 20 feet or more.  
Depth Perception: Ability to judge distances and space relationships.  
Lifting: By Position, may move objects up to 10 pounds, or 10-20 pounds from one level to another.

### Background Check Requirement

Criminal Check  
Education Check  
Employment Verification

### Assessment Requirement

None

### Probation Period

None

### Class Detail

**Pay Grade: A-817**  
**FLSA Code: Y**  
**Established Date: 9/29/2019**  
**Established By: CW**  
**Revised Date:**  
**Revised By:**  
**Class History:**