



Office of Human Resources  
Marketing and Communications Manager - CA2839  
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### General Statement of Duties

Manages marketing, public relations, public information, and/or communications endeavors for smaller departments/agencies or a unit in larger organization. Serves as the principal spokesperson. Establish and maintain effective working relationships with city officials, department managers, representatives from the press/media, and the public.

### 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

Supervises two or more full performance or specialist level marketing/communications employees. By position, matrix manages staff involved with projects or programs.

### Essential Duties

Develops operational plan for the work area that include marketing and sales campaigns and media and communications tactics in conjunction with departmental plans by creating goals and objectives that meet business needs and initiatives.

Establishes and maintains good working relationships with media representatives, acts as a department'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.

Advises management on how departmental direction and policy actions may be perceived by the public and press and recommends approaches on how to improve or alter a message that plays better in the arena of public opinion.

Oversees all departmental crisis communications by serving as a spokesperson, providing executive counsel, and interacting with city, local, or federal officials and manages legal implications of response.

Develops and updates departmental 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 assures legal compliance in areas affecting public access to information.

Ensures financial resources are utilized appropriately and shifts resources based on business needs within budget restraints.

Resolves operational and management issues, makes decisions that are inclusive of multiple perspectives, and solves underlying problems.

Represents the department in meetings with business and community based organizations, elected and/or appointed officials, and other city entities. Serves as a city representative on various committees and fosters collaborative relationships that benefit the organization.

Manages the work of professional staff members engaged in the design, preparation, and production of public information materials, marketing and public involvement programs, sponsorships, fundraising, grants, and other activities.

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.

Selects, trains, develops, and evaluates subordinate staff and makes decisions on hiring, terminations, promotions, and disciplinary actions as required.

Communicates annual work plans to employees and ensures employees are focused on the work plan and achieving performance standards.

Performs other related 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

**Creating and Conceptualizing** - Identifies and produces innovative ideas and thinking strategically. 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.

**Influencing** - Collaborates with, persuades and influences 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**

Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales controls systems.

Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral and visual media.

**Education Requirement**

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

**Experience Requirement**

Three (3) years of professional experience at the type and level of a Marketing/Communications Specialist in communications, marketing, and/or public relations.

**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**

Pressure due to multiple calls and inquires.

Subject to many interruptions and varying and unpredictable situations.

Subject to traffic, roadways, and pedestrians.

**Level of Physical Demand**

1-Sedentary (0-10 lbs.)

**Physical Demands**

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

Sitting: remaining in the normal seated position.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping or otherwise working with the hand(s).

Fingering: picking, pinching, or otherwise working with the fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Repetitive Motions: making frequent movements with a part of the body.

Eye/Hand/Foot Coordination: performing work through using two or more.

Near Acuity: ability to see clearly at 20 inches or less.

Far Acuity: ability to see clearly at 20 feet or more.

Depth Perception: ability to judge distance and space relationships.

Lifting: raising or lowering objects weighing no more than 10 pounds, from one level to another.

**Background Check Requirement**

Criminal Check  
Employment Verification  
Education Check  
By position, Motor Vehicle Record

**Assessment Requirement**

None

**Probation Period**

Six (6) months.

**Class Detail**

**Pay Grade:** A-815  
**FLSA Code:** Y  
**Established Date:** 9/21/2018  
**Established By:** LS  
**Revised Date:**  
**Revised By:**  
**Class History:**