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 and Communications Manager and Marketing and Communications Director. A Marketing and 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 and Communications Director is a mid-level management class. A Marketing and 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.

Guidelines, Difficulty and Decision-Making Level

Guidelines are in the form of stated outcomes for the agency/division.

Employee is responsible for planning, organizing, allocating resources, ensuring compliance with procedures, and achieving the outcomes of the work unit(s).

Duties performed involve weighing and evaluating complex factors requiring a high degree of judgment, analytical ability, and problem solving.

Level of Supervision Received & Quality Review

Responsible for achieving the work objectives of an organizational unit(s) within the scope of established guidelines and the mission of the agency or department.

Work is reviewed for soundness of judgment, feasibility of decisions, and work production based on defined performance standards.

Interpersonal Communication & Purpose

Communication at this level is primarily internally focused and involves establishing and maintaining effective working relationships with team(s), related work areas, and higher-level managers. Provides guidance and interpretation of the organization’s policies, procedures, and standards. Provides information to higher level managers and elected and appointed officials.
**Level of Supervision Exercised**

Manages two or more individual contributors and/or matrix manages staff involved with marketing and communications projects, initiatives, 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.

By position 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.

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

By position 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.
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Working Environment

Pressure due to multiple calls and inquiries.
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
Management Level: 5
Established Date: 9/21/2018
Established By: Lori Schumann
Revised Date: 6/11/19
Revised By: Susan O’Neill
Class History: 3/3/2019 Job Title revision. 6/11/19 level of supervision exercised changed to include individual contributors.