



Office of Human Resources
Marketing and Communications Manager - LA2844
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General Statement of Duties

Manages major marketing, public relations, public information, and/or communications endeavors for a large department or in support of an elected official by developing a strategic plan for the work area, serving as the principal spokesperson, and establishing and maintaining effective working relationships with city officials, department managers, representatives from the press/media, and the public.

Distinguishing Characteristics

There are four classes in the marketing/communications series; however, this is not a progressive series. The series includes: Marketing/Communications Manager, Marketing/Communications Specialist, Marketing/Communications Professional I, and Marketing/Communications Professional II. A Marketing/Communications Manager manages marketing, public relations, public information, and/or communications endeavors for a large department or in support of an elected official.

A Marketing/Communications Specialist performs professional, specialist level communications, marketing, and/or public relations work by planning, developing, designing, coordinating, and monitoring of a variety of promotional and informational campaigns and serves as a spokesperson for the department/agency. The Marketing/Communications Specialist generally oversees the work of an independent agency/office or serves as a team member in a large department.

The Marketing/Communications Professional II class performs full performance, professional level communications, marketing, and/or public relations work involved in the preparation and implementation of a variety of promotional and informational materials.

The Marketing/Communications Professional I class is an entry level professional class that receives training in the principles, practices, and procedures of marketing, public relations, and/or communication methods and techniques.

Note: The Director class is used in this series when a department/agency is an large enterprise fund.

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 strategic plan for the work area that include marketing and sales campaigns and media and communications tactics in conjunction with departmental strategic 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 strategies 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.

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.

A combination of appropriate education and experience may be substituted for the minimum education and 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

Employment Verification

Education Check

By position, Motor Vehicle Record

Assessment Requirement

None

Probation Period

None

Class Detail

Pay Grade: A-815

FLSA Code: Y

Established Date: 9/21/2018

Established By: LS

Revised Date:

Revised By:

Class History: