



Office of Human Resources
Marketing and Communications Professional II - YA3196
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General Statement of Duties

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.

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

By position, supervises entry level marketing/communications staff and/or other support staff.

Essential Duties

Participates in developing the strategic plan for the work area by planning, developing, and implementing marketing strategies and/or public involvement plans for projects or programs and ensures all plans are in alignment with the overall strategic plan.

Develops and implements individual campaign elements to create cohesive campaigns, coordinates team meetings to plan the creation and production for each campaign including recapitulating and action items for all stakeholders.

Develops comprehensive timelines for events, implements agreed upon advertising strategy within budget, and manages all aspects of an event including venue, partner booths, entertainment, speakers, handouts, presentations, insurance, and overall logistics.

Acts as a point of contact for the media by accurately and thoroughly researching complex issues, synthesizes complicated matters and data into an understandable context, and follows through on inquiries, research requests, and drafting messages for approval.

Drafts and edits initial response during a crisis situation, manages media calls, and assists with social media, website, and scheduled updates.

Coordinates intake of public information/CORA requests, gathers requested information and prepares correspondence in response to requests for information, complaints, and other matters.

Produces and disseminates information pertinent to employees through newsletters, bulletins, signage, presentations, or other communication techniques.

Manages social media output by creating communications for both internal and external audiences and distributes information and materials for social media websites.

Establishes and maintains good working relationships with media representatives, community and business organizations, and other stakeholders and serves as a city representative on various committees and fosters collaborative relationships that benefit the organization.

Performs grant writing and fundraising activities and provides materials to partners for sponsorship opportunities.

Performs other related duties.

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

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems and designs new methods where established methods and procedures are inapplicable or are unavailable.

Customer Service – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Decision Making – Specifies goals and obstacles in achieving goals, generates alternatives, considers risks, evaluates and chooses the best alternative in order to make a determination, and draws conclusions or solves a problem.

Interpersonal Skills – Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from varied backgrounds and different situations.

Planning & Evaluation – Organizes work, sets priorities, and determines resource requirements; determines short- or long-term goals and strategies to achieve them; coordinates with other organizations or parts of the organization to accomplish goals; monitors progress and evaluates outcomes.

Working with People - Shows respect for the views and contributions of other team members. Shows empathy, listens, supports, and cares for others, and reconciles conflict

Written Communication – Composes, reviews, edits, and issues written materials for diverse audiences and communicates purpose in a succinct and organized manner that is appropriate for context, time, and place.

Knowledge & Skills

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

Knowledge of public relation strategies sufficient to be able to manage public relations and facilitate information to the public through the media.

Knowledge of standards, methods, and practices of design, layout, and composition of printed materials sufficient to be able to compose and design forms, leaflets, posters, books, booklets, brochures, newsletters, and other publications.

Education Requirement

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

Experience Requirement

Two (2) years of professional level experience performing communications, marketing, and/or public relations.

Education & Experience Equivalency

One (1) year 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-810
FLSA Code: Y
Established Date: 9/21/2018
Established By: LS
Revised Date:
Revised By:
Class History: