



Office of Human Resources
Marketing and Communications Professional I - LA2847
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General Statement of Duties

Performs entry level professional marketing, public relations, and/or communications work while receiving training in the principles, practices, and procedures of marketing, public relations, and/or communication methods and techniques, works under close supervision, and as the employee gains experience, assignments expand in complexity and scope.

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 a large enterprise fund.

Level of Supervision Exercised

None

Essential Duties

Receives on-the-job training on marketing, public relations, and/or communication methods and techniques in order to research and support planning efforts and establish and maintain effective media/community/business relationships.

Assists professional marketing/communications staff by preparing presentations, assisting with event coordination, fundraising, and grant support, researching advertising/media buying, and performing other requested activities.

Tracks all incoming inquiries from inception through resolution and performs research into background issues and past stories.

Creates and updates targeted distribution lists of local and national media outlets, community publications, and industry outlets and maintains contact lists for community/business organizations.

Writes newsletter articles, prepares information for social media sites, and coordinates and gathers information for dissemination such as newsletters, policy updates, and other pertinent information.

Performs increasingly more responsible work as the employee gains experience and independently performs assigned duties.

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

Attention to Detail - Is thorough when performing work and conscientious about attending to detail.

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.

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.

Learning – Uses efficient learning techniques to acquire and apply new knowledge and skills; uses training, feedback, or other opportunities for self-learning and development.

Writing – Writes in a clear, concise, organized, and convincing manner for the intended audience.

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.

Education Requirement

Bachelor's Degree.

Experience Requirement

None

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.

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
Education Check
By position, Motor Vehicle Record

Assessment Requirement

None

Probation Period

None

Class Detail

Pay Grade: A-617
FLSA Code: N
Established Date: 9/21/2018
Established By: LS
Revised Date:
Revised By:
Class History: