



Office of Human Resources  
Marketing and Communications Specialist - MA2939  
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### General Statement of Duties

Performs professional, specialist level communications, marketing, and/or public relations work by planning, developing, designing, coordinating, and monitoring a variety of promotional and informational campaigns and serves as a spokesperson for the department/agency.

### 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 marketing/communications employees and/or other support staff.

By position, matrix manages staff involved with projects or programs.

### Essential Duties

Assists a marketing manager and/or develops the strategic plan for the work area that includes marketing and sales campaigns and media and communications tactics and ensures implementation of all campaign elements.

Implements major marketing and promotional programs/campaigns/events including advertising strategies, timelines, collaboration with business/community partners, and researches and negotiates rates with media outlets and/or vendors. .

Develops the budget for marketing and/or public relations programs/campaigns and approves and monitors allocations and expenditures.

Provides crisis management and/or communications during emergency situations by managing and responding to media requests, serving as a spokesperson, and reports on follow-through of crisis communications efforts.

Develops a social media presence and keeps abreast of current industry trends on a variety of social media platforms and tailors and promotes internal and external agency initiatives.

Acts as a legislative liaison for a department by preparing responses to proposed legislation and testifying as a technical expert before legislative committees and other public forums, and provides management with updates and information regarding changes and new legislative issues.

Prepares and disseminates responses to all public information/CORA requests and media and public inquiries and assures legal compliance in areas affecting public access to information.

Manages internal communications by acting as a conduit between management and internal audience, provides feedback from internal audience to managers, and develops newsletters, informational materials, and other related documents to facilitate communication.

Proposes, develops, and implements revenue-generating sponsorships and sales strategies, creates comprehensive revenue goals, and maintain relationships with target organizations for on-going opportunities.

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.

Writes grants and works with vendors for communications efforts and develops and manages contribution campaigns including messaging, branding, and creation of supporting materials.

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

**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.

**Influencing/Negotiating** - Persuades others to accept recommendations, cooperate, or change their behavior; works with others towards an agreement; negotiates to find mutually acceptable solutions.

**Strategic Thinking** - Formulates objectives and priorities, and implements plans consistent with the long-term interests of the organization in a global environment. Capitalizes on opportunities and manages risks.

**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 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 full performance, professional level experience performing marketing and/or public relations functions including research and analysis, developing public announcements and publications, and developing marketing and/or public relations strategies.

### **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

At-Will Position.

### Class Detail

**Pay Grade: A-813**

**FLSA Code: Y**

**Established Date: 12/14/2018**

**Established By: LS**

**Revised Date:**

**Revised By:**

**Class History:**