

**MAJOR FUNCTION**

This is responsible administrative, technical and professional work managing the operation of the Marketing and Public Information functions of the City's Department of Communications. This position is responsible for administrative oversight of personnel, operating budget, development and implementation of marketing and communication plans, media relations, printed and online publications, the City's advertising, performance measurement, communications programs and emergency response communications. Projects assigned are generally of high organizational impact, and involve working with and counseling department directors and executive management on sensitive issues. Work is performed under the general supervision of a department director, but the incumbent must exercise considerable initiative, ingenuity, creativity, dependability and independent judgment. Accomplishments are judged through conferences, written reports and results achieved.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Manages various operations within the City's Marketing and Public Information Division. Works along with the Digital Media Manager to set division goals and develops short, medium and long range plans for the development and implementation of communication and marketing programs, staff team building and tactics that further the City's goals. Approved expenditures within the division's budget with oversight from the director. Manages the content including design for the wide range of platforms used by the City as a way to effectively reach customers and provide information and receive feedback from the community. Manages the marketing and public information team in serving as the internal public relations firm for all City departments, assessing needs, developing communication plans and measuring effectiveness of such efforts. Assists in coordinating the City's media program as a key component in delivering the City's message to its customers. Serves as City spokesperson as necessary. Participates in the selection, placement, promotion, training, development, and discipline of division staff. Leads and supports teamwork; conducts performance evaluations, and recommends approval or disapproval of merit increases. Performs related work as required.

**Other Important Duties:**

Attends meetings for the department director. Oversees vendor contracts for artistic and other public relations/advertising services. Represents the City's media/public information interest at local, state and national events. Attends City Commission meetings as needed. Implements and oversees applicable parts of the City's formally adopted Communications Strategic Plan while striving to keep citizens informed of, and involved in, the work of City government. Performs related work as required.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Thorough knowledge of the principles and practices of public relations, marketing, communication, media relations, as well as communicating via the internet including social media. Must possess excellent writing skills. Thorough knowledge of administrative and management techniques. Ability to write and implement comprehensive communication and marketing plans. Ability to plan, train, schedule, and review the work of subordinates in a manner conducive to full performance and high morale. High degree of creativity and ability to determine the most effective ways to reach the customer and bring about the desired results. Ability to analyze situations and develop effective recommendations. Ability to express oneself clearly and concisely both orally and in writing. Ability to establish and maintain effective working relationships as necessitated by the work. Skill in the use of microcomputers and associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in journalism, marketing, public relations, communications or related fields and four years of experience at the professional level or higher in either of the degree areas listed above; or an equivalent combination of training and experience. One year of the required experience must have been in a supervisory capacity.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

Established: 09-17-99

Revised: 10-07-03

10-16-09

09-27-13

Retire: 01-23-16

Active 09-29-18