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COMMUNICATIONS AND MARKETING MANAGER

DEFINITION

Under direction of the City Manager, the Communications and Marketing Manager serves as the City's coordinator of public information and media spokesperson by performing highly complex professional level work by developing, implementing, maintaining, and evaluating the City's information, education, and public relations/marketing programs.

EXAMPLES OF DUTIES

The incumbent shall be expected to perform, at various times, the following functions and duties:

Performs information and public relations planning by establishing the City's public information, corporate messaging, and marketing goals, priorities, and operational plans; directing information and public relations planning; establishing, revising and implementing programs, policies and procedures; developing and proposing information strategies and information for public officials and City management; monitoring and evaluating City or departmental information and public relations and marketing efforts for value and cost-effectiveness; insuring timely and comprehensive flow of information to the community concerning events, issues, incidents, and City operations, programs and services using print, electronic and social media; assessing public reaction to management policy and program decisions; preparing City or departmental position statements, press releases, newsletters, and other publications; developing, providing, or directing in-service information and public relations training; hiring and overseeing the work of consultants, printers and vendors such as graphic designers and photographers; coordinating development and use of displays and exhibits; leading or supervising staff.

The incumbent shall also be expected to: initiate, develop and maintain an effective rapport with a wide variety of media contacts; coordinate publicity and provide assistance at public meetings; arranging for departmental personnel and City officials to make media appearances; produce, edit coordinate and/or assist with the development of public educational programs; make public presentations representing the City; serve as the City's in-house expert and trainer on the use of presentation software such as PowerPoint, and social media such as FaceBook and Twitter; write speeches, columns and program scripts; operate audiovisual and word processing equipment; produce, edit and distribute audiovisual and slide presentations; maintain photo and audiovisual reference files; serve as Emergency Communications Coordinator during local, State and Federal emergencies and disasters; and prepare and present complex statistical information and staff reports.

In addition to the general duties listed above, the incumbent is expected to perform the following specific duties:

- Respond to the most difficult complaints and requests for information from the public and City officials and staff by researching requested information and determining appropriate alternatives and resolutions.
- Provide event services by planning, coordinating and implementing large community events; coordinating and organizing City events, community meetings, forums, functions and related activities; obtaining materials, refreshments and resources and setting up rooms and equipment; and keeping activities flowing subject to timelines/management needs.
- Monitor the City's website, working with information technology staff and the City's webmaster to ensure access and timeliness of information; using the most up to date technology and techniques to promote information on various platforms.
- Assist with the public information program budget preparation and monitor the budget by assisting in assembling and preparing the function's budget; monitoring professional services contracts; tracking and verifying the allocation of funds; monitoring expenditures against budget; and processing purchase requisitions and requests for payment.
- Facilitate communication, consensus building and resolving conflicts on projects and policy matters by facilitating and conducting meetings with elected and appointed officials, other City departments, members of the public, and neighborhood organizations; participating in developing and conducting citizen involvement/public participation events to explain policies, procedures, and proposed regulations and policies; and developing and conducting demonstration projects, workshops and other training events.
- Demonstrate political acumen by representing the city professionally at all times, dealing positively with controversial issues, facilitating community participatory decision making to resolution, and gaining cooperation through discussion and persuasion; exercising initiative and independent, astute judgment in sensitive situations; and interviewing, investigating, problem solving and negotiating effectively.
- Maintain internal and external customer relations by using tact and diplomacy in all interactions with customers; establishing and maintaining positive and effective working relationships with co-workers and those contacted in the course of the work; and coordinating with departments and outside agencies.
- Coordinate department activities with those of other departments and outside agencies and organizations and provides staff assistance to the City Manager.
- Maintain attention to detail by prioritizing work and coordinating several activities simultaneously despite interruptions.
- Maintain integrity of work by taking responsibility and accountability for completion of work and customer interactions and maintaining punctuality and attendance at work.
- Contribute to team efforts by accomplishing related results as needed.
- May perform other work as assigned.

CLASS CHARACTERISTICS

The Communications and Marketing Manager performs complex and politically sensitive tasks including functioning as the City's media advisor and strategist. **Appropriate judgment** is essential to this position, as the incumbent is expected to use professional judgement and skills in establishing relationships working with community and neighborhood groups. **Strategic thinking** is also essential to this position, including the ability to see emerging trends and develop strategies to succeed in a changing environment. **Community sensitivity and awareness** are crucial to this position, including gauging community reaction to City communications and programs and being able to effectively communicate to a very culturally diverse community. **Creativity** is paramount in developing and implementing effective marketing, public information, and media relations programs, campaigns, and materials using all available media, including social media.

QUALIFICATIONS

Knowledge Of:

Principles of effective community relations in the municipal governance realm; function and organization of Union City departments as well as the programs and services provided; English language mechanics, syntax, grammar and spelling; production techniques for various print and electronic media; coordination and scheduling of special events.

Ability To:

- Develop and implement strategic plans, to identify emerging trends, and modify plans accordingly.
- Coordinate the dissemination of information concerning City services and events on a routine basis.
- Use all relevant forms of social media (including the City website, FaceBook, Twitter, etc.) to keep all segments of the community informed of important municipal issues and information; monitor and manage comments and postings on social media to minimize inaccuracies damaging to the City;
- Develop and maintain effective working relationships with local, regional, national and online media entities to maximize access on behalf of the City.
- Work with the City's Economic Development Coordinator in order to promote business community news, information and press releases. Develop and distribute up-to-date information to the local business community using social media outlets, general media contacts and the City website.
- Communicate politically, culturally, and socially sensitive issues persuasively and tactfully; communicate effectively orally and in writing.
- Use interpersonal skills to initiate, establish and maintain effective working relationships with elected officials, neighborhood and community groups, business leaders, city employees and others contacted in the course of municipal business.

Education and Experience

Any combination equivalent to experience and education that provides the required knowledge, skills and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Education requirements include a Bachelor's degree in mass communication, journalism, English, Public Administration, Organizational Development or a closely related field from an accredited college or university.

Four years of progressively responsible professional level work in public relations or public information products and programs. Experience working with all relevant media, including social media. Experience working with City officials is highly desired.

LICENSE

Possession and maintenance of a valid California Driver's License with a satisfactory driving record.