



Marketing and Communications Director

Department: Management Services

SUMMARY: Positions in this class plan, organize, manage, and direct the activities and programs of the city's marketing and communication division. Provide direction for professional staff services in media and community relations and marketing functions to ensure that the city's key messages reach the public; monitors regional sources, assesses value and impact of information, and recommends a course of action. This position plays a key integral role with city council, city management, internal departments, local and regional groups, and the general public. In addition, the employee is responsible for overseeing the development, preparation, and implementation of the department budget.

ESSENTIAL FUNCTIONS: *The following are intended to describe the core work functions of this classification. While the level and broad nature of essential duties may not change, specific work tasks may vary over time depending on the city's needs.*

Oversee the activities of the marketing and communications division, including digital platforms such as the website, social media, newsletter, media correspondence and cable channel, and the development of marketing and promotional materials and campaigns.

Manage, direct, and evaluate staff; processes employee concerns and problems; counsels, disciplines, and completes employee performance appraisals; conducts interviews and makes hiring recommendations.

Oversee the city's community outreach and community engagement programs to build and promote awareness of the city's goals, activities, and programs and to foster community engagement and participation.

Develop strategies and provide direction on community engagement programs. Work closely with outside community groups and organizations.

Oversee the strategic collection and dissemination of information about the city, its operations, and events.

Respond to and resolves politically sensitive inquiries, issues and concerns.

Develop and update the city's strategic communication plan.

Oversee correspondence on behalf of the city and elected officials, providing communication consulting services and media/social media training to city departments, and conducting survey and focus groups to obtain and/or disseminate information.

Responsible for the marketing and communication budget.

Support the city's policies, goals and objectives and work with management and other staff to achieve such goals and objectives.

KNOWLEDGE AND SKILLS:

Demonstrated Knowledge:

City and Department procedures, policies, and guidelines; Arizona Revised Statutes and records retention.

Managerial principles and strategies.

Public relations principles and practices.

Crisis communication principles and practices.

Strategic marketing and communications theories, principles, and practices.

Modern technology.

Skill in:

Communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, and other interested parties sufficient to exchange or convey information and to receive work direction, communicating clearly and concisely.

Planning and managing projects; navigating social media websites; website administration.

Writing logically and objectively.

MINIMUM QUALIFICATIONS:

Graduation from a college or university accredited by an agency recognized by the U.S. Secretary of Education or Council for Higher Education Accreditation (CHEA) with a Bachelor's Degree in marketing, communications, journalism, public administration, English, or a related field; and eight (8) years of related experience; and three (3) years of supervisory experience, or an equivalent combination of directly related education and experience. Master's Degree is preferred.

LICENSE, CERTIFICATION AND/OR SPECIAL REQUIREMENTS:

Candidates who are selected for appointment may be required to be fingerprinted, if 18 or older; successfully complete a background investigation, employment verification and may be subject to a drug/alcohol test, medical, polygraph and/or psychological evaluation. Candidates who are appointed will be required to possess a valid driver's license to operate a vehicle in Arizona, or meet the transportation needs of the position.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Work is performed in an office environment with occasional outdoor work in various temperatures. Some evenings, weekends and holiday work may be required. May require frequent sitting and continuous operation of a personal computer. May be required to perform a full range of motion with lifting and/or carrying items weighing up to 25 pounds.

Adopted: March 2024

Revised: