



**Marketing and Communications Manager Job Summary:**

The Department of Recreation, Parks, Historic and Cultural Affairs is seeking a Marketing and Communication's Manager to join our team. This position is responsible for the development and implementation of strategic marketing and communication plans for all divisions of the Department. Successful candidates must be able to develop comprehensive marketing and communication plans and possess the skills to implement the plans on an ongoing basis. This position supervises one Communication Specialist and reports to the Director of Recreation, Parks, Historic and Cultural Affairs.

**Marketing and Communications Manager Supplemental Questions:**

- 1) Provide two examples that demonstrate your experience developing strategic marketing plans for a department or company with multiple divisions representing different product lines and a variety of targeted customer groups (e.g. active adults, families, kids, tourism, special events, etc.).
  
- 2) Briefly describe your experience with the marketing strategies and communication tools listed below. Include the type of software you have used when developing and implementing the strategy, any specialized training you have received and the tools you have used. Include a brief description of how you have or intended to measure goals and outcomes for each of the strategies listed or described in your response.

1) Social media marketing
2) Social media communication and brand development
3) Website content development
4) E-mail sales and marketing campaigns
5) Print material (flyers, brochures, programs)
6) On location banners, advertising or digital media
7) Pop-up and in-person events
8) Multi-lingual and diverse populations outreach

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- 3) Visit [www.summerinroswell.com](http://www.summerinroswell.com) and answer the following question:
  - a. In preparing for summer of 2021, what would you recommend to the Director of Recreation, Parks, Historic and Cultural Affairs to update, change, improve or amend in the “*Experience Your Ultimate Summer*” marketing campaign? How would you launch the 2021 campaign and what support would you expect from your supervisor and the Department’s management team?
  
- 4) Describe your experience supervising and managing staff. Give one example of a time where you had a disagreement with a co-worker and describe the strategies you implemented to resolve the disagreement.

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