

Marketing and Communications Manager Supplemental Job Information

We are searching for our next Marketing and Communications Manager for the Recreation, Parks, Historic and Cultural Affairs Department at the City of Roswell. This position is vital to the success of an award winning Department linking nearly 3000 programs and activities to our community. The Department executes over 40,000 program registrations annually including the sales and marketing of our 600 person theater, three historic house museums and multiple unique special rental and event venues. Overall the Department generates an average of \$6 million in annual gross transactions and the Marketing and Communication Division represents our voice to the community. This position supervises one marketing specialist, directly reports to the Department Director and is supported by the department's management team.

We are looking for a candidate that can provide a blended experience including developing and executing division specific marketing and communication plans which engage and connect with the community through a variety of tools including social media, print media, video media and in person events. The ideal candidate will either possess or quickly develop a clear understanding of the unique and diverse marketing and communication needs for each division and be able to transition from community celebrations, social media feedback and discussion groups, to lead generating sales tactics depending on the needs and goals of the Department.

The Department uses a number of design and social media management programs including Adobe Creative Suite and Hoostuite and leverages a number of reporting and evaluation tools and metrics to measure our communication and outreach successes and areas for growth.

This position is an exciting connection between our staff, programs and the community and is supported by the City of Roswell's Community Relations Division and other support team members and subject matter experts.

Job Description is attached