

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Marketing & Communications Manager

Department: Administration

Pay Grade: 513

FLSA Status: Exempt

Job Code: A116

JOB SUMMARY

The purpose of this classification is to develop, implement, and manage communication strategies to promote/ensure a positive public image of the City of Roswell Recreation, Parks, Historic & Cultural Affairs Department, and the City of Roswell. This position will also ensure effective communication among our employees.

ESSENTIAL JOB FUNCTIONS

- Serves as primary contact person in providing information to the public regarding recreation services and programs: promotes departmental programs, projects and facilities; keeps the public informed about City/departmental operations, programs, services, activities, and issues; responds to inquiries or comments from the public, answers general questions, or refers questions to appropriate individual/department.
- Consults with Deputy Director of Operations, City officials, Recreation Commission, and other officials to review public relations or information issues, review/resolve problems, receive advice/direction, and provide recommendations.
- Oversees and coordinates media relations activities for the Department: gives verbal statements to the media on behalf of the Department, answers media inquiries, and provides information to the media; determines timeliness and appropriateness of information to be released; approves all press releases and media contacts from department staff; writes press releases for distribution to the media; maintains positive working relationships with members of the regional media force.
- Supervises staff responsible for marketing and communication for the department; reviews proposed marketing plans; assists staff with special events and planned tours; aides in the creating, writing and distribution of newsletters, direct emails, etc. to communicate with

customer; coordinates all marketing efforts so that they meet the department's marketing plan.

- Develops, implements, and maintains long-range strategic plans for marketing, communications, public information, and public relations: analyzes and predicts trends, laws, and/or regulations pertaining to public information and customer service; develops and implements survey tools to measure effectiveness of public information or customer service
- Oversees and coordinates development, research, writing, editing, design, production, and publication of various reports and communications materials: approves writing, editing, design of all marketing and communication materials including web, and print for the Department; recommends, reviews, and approves all produced external communications; researches, writes, and develops articles/copy for internal and City-wide publication.
- Coordinates daily work activities: organizes, prioritizes, and assigns work; monitors status of work in progress and inspects completed work; confers with assigned staff, assists with complex/problem situations, and provides technical expertise.
- Plans, develops, implements, and manages major/special projects as assigned, which may involve technology development, customer service software, program handbooks, graphic programs, or other issues.
- Operates a personal computer, general office equipment, audio/video equipment, camera, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, desktop publishing, presentation, photo management, graphics, television programming, bookkeeping, e mail, Internet, or other computer programs.
- Communicates with staff, other departments, the public, government agencies, public information professionals, vendors, the media, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give/receive advice/direction.
- Performs general/clerical tasks, which may include reviewing print specifications for City publications, distributing news releases, maintaining bulletin boards, taking photographs, proofreading documentation, or maintains files/records.
- Provides assistance to other employees or departments as needed.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires a Bachelor's degree in Communications, Journalism, Public/Recreation Administration, or closely related field; supplemented by five (5) years previous experience that includes progressively responsible public information management, public relations, media relations, marketing, communications, Internet technology, television production, public speaking, management, employee supervision, and desktop publishing (preferably to include experience in a local government environment); or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Knowledge, Skills and Abilities:

- Knowledge of marketing, communications and journalism principles and practices.

- Knowledge of the philosophy, theory, and principles of public administration as it pertains to local government.
- Knowledge of management principles, supervisory practices, and municipal budgeting procedures.
- Knowledge of various media outlets and their effectiveness in communicating to the public.
- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, and the Internet.
- Ability to effectively lead, motivate, and evaluate assigned staff.
- Ability to write, develop, prepare, and edit effective communication and promotional materials; and must be able to develop and deliver effective public presentations.
- Ability to function in a managerial capacity for a division or organizational unit. Includes the ability to make decisions on procedural and technical levels.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

PHYSICAL DEMANDS

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed without exposure to adverse environmental conditions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.