

MARKETING/COMMUNICATIONS SPECIALIST I

JOB DESCRIPTION

Classification Responsibilities: A Marketing/Communications Specialist I is an entry-level professional classification responsible for developing, coordinating, and implementing a marketing, public relations and/or education program for an assigned department or unit. A Marketing/Communications Specialist I is responsible for serving as an information resource to citizens, business establishments, news media, and community groups regarding an assigned area. Where marketing is the primary function of the position, the duties include handling electronic and print media activities, press releases and advertising; writing articles for publication; and graphic design work. Where public relations are the primary function of the position, the duties include planning, developing, and implementing a variety of information for programs or materials to facilitate communication to employees, citizens, and the general public. Where education is the primary function of the position, the duties include effectively educating a diverse public about program area issues in a positive manner; developing public education programs and materials for a variety of audiences; and attending neighborhood meetings, community events, school groups, church groups, club meetings, etc. A Marketing/Communications Specialist I may also be responsible for maintaining a department or subdivision website. Scope of duties include developing and producing department/unit information using web technology, writing and designing pages for the website to keep it up-to-date, interesting and interactive; and maintaining the website content to City specifications and design standards. In all situations it is important that the employee exercise a high degree of discretion and courtesy in dealing with the public. Public contact may be stressful at times when it entails confrontational meetings as a result of dissatisfied citizens or business owners. Employees in this class may perform any combination of marketing, public relations, or education duties as assigned. This class performs related duties as required.

Distinguishing Features: A significant element of work involves public contact of a specialized nature, which requires patience, tact, and persuasion in dealing with citizens, news media, representatives, and businesspersons who are affected by City programs or projects. This class is FLSA exempt-administrative.

Engineering Assignment: Will research, analyze, and resolve public inquiries or complaints; act as a liaison and a central point of contact between the City of Mesa, the general public, and contractors regarding the status of ongoing construction road projects; coordinates ongoing construction information and updates the public and employees through City web page, e-mails, and other social media outlets (examples: Facebook, Twitter, Public Service Announcements, YouTube, etc.), designs and creates a variety of printed materials including brochures, flyers, newsletters, notifications, etc., in order to provide the general public project details and updates for ongoing or upcoming construction projects.

Mesa Arts Center Assignment: Will maintain and update the website using CSS (Cascading Style Sheets) skills; work in an online content management system to audit develop and edit website content; plan, create, edit and post organic social media content through an online social media management platform; and create, write and edit printed and electronic materials including e-newsletters, targeted emails, brochures, programs and fliers.

Museum Assignment: Will develop all marketing and brand materials for museum that is a partnership between the City of Mesa and the i.d.e.a. Museum board, oversee the plan, and complete special projects as assigned. Part of the leadership team.

Transportation Assignment: Will develop, implement, oversee, and deliver a comprehensive community traffic safety education program for all age groups. The incumbent will work jointly with the Mesa Police Department, Mesa Public Schools, and various community groups. The incumbent will also develop marketing and outreach campaigns to promote the City's traffic safety programs, and other transportation issues as required. Evening and weekend work may be required.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a bachelor's degree in Public Relations, Communications, Marketing, Journalism, or closely related field. Good (1 - 3 years) experience involving marketing, public relations, or a field related to the program area.

Special Requirement. Must possess a valid Class D Arizona Driver's License by hire or promotion date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Experience with desktop publishing, Hyper Text Markup Language (HTML), and graphic design is preferred by assignment. ***Transportation Assignment:*** experience with activities related to traffic safety is preferred. Developing and/or delivering educational programs to individuals of all age groups is also preferred.

ESSENTIAL FUNCTIONS

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

Communication: Serves as the City's liaison to business establishments, citizens, news media, and community groups regarding assigned area. Responds to citizens, news media, etc., seeking information regarding assigned area. Designs, writes, and edits a variety of printed material including brochures, flyers, newsletters, press releases, reports, community notification letters, program policies, training curriculum, proposals, and other marketing and promotional materials in order to provide assigned area information. Prepares written correspondence for the Mayor, City Manager, and other management personnel regarding assigned area issues and situations. Prepares and delivers effective oral presentations.

Manual/Physical: Operates a motor vehicle requiring a standard Class D Arizona Driver's License to travel to various locations to give presentations, sponsor events, and attend meetings. Operates a variety

of standard office equipment including: a personal computer (PC), calculator, facsimile machine, copier, and voice mail. Operates various audio-visual (AV) equipment such as videocassette recorders, film projectors, tape recorders, slide projectors, and screens for presentations. Enters data or information into a PC. Prepares and updates schedules, graphs, charts, or props for displays and presentations. Prepares boxes/bundles of forms, mail, pamphlets, and newsletters for distribution and mailing. Moves equipment and materials using a handcart/dolly. Carries objects such as projectors and screens for distances up to 100 feet or more. Sets up and/or removes folding tables and chairs for classroom settings and various events. Stands for extended periods of time to make presentations. Monitors inventory, and orders or purchases supplies as needed. Acts as custodian for all special public event/education equipment and requests maintenance as needed. Shoots photographs for assigned area publications and archives. Operates/uses desktop publishing to provide design services. Meets scheduling and attendance requirements.

Mental: Identifies and responds to public and City Council issues and concerns. Creates, designs, and implements public awareness campaigns for assigned special assignments. Develops and produces publications for the general public. Develops AV materials including slide shows, videotape programs, and photographic displays. Helps organize community service projects. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies. Comprehends and makes inferences from written material (examples: reports and statistics) to provide information to the public or to evaluate the effectiveness of a program. Performs mathematical and statistical computations for statistical reports and cost analyses for assigned activities. Develops design layouts for promotion and marketing materials. Learns job-related material regarding computer applications, and industry updates related to areas of responsibility. Prioritizes multiple projects, meets required deadlines, and handles more than one project simultaneously. Meets scheduling and attendance requirements.

Knowledge/Skills/Abilities:

Knowledge of:

the general theories and complex principles and practices of marketing, public relations, public information, and basic communication techniques;
advertising and publicity techniques and practices;
printing techniques and style guidelines for writing press releases and publications;
techniques of publication preparation and design of brochures, displays, and visual aids;
English language usage and terminology used by various media;
project management and research methods and techniques; and
principles and practices of composing and editing informational material.

Skill in:

effectively communicating with the general public;
making oral presentations;
organizing a program or major event; and
producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

establish and maintain effective working relationships with coworkers, City management, business owners, contractors, media personnel, citizens, and the general public;
develop marketing and promotional materials;
write creatively to ensure audience interest;
present information clearly and in an interesting manner, both verbally and in writing to various audiences;
work with other City departments as needed to complement outreach programs of various departments;
develop educational materials for a variety of audiences (example: pamphlets, posters, coloring books, public service announcements);
attend neighborhood meetings, community events, school groups, church groups, etc., to promote assigned area of responsibility;
provide expertise/consultation on joint projects outside the City of Mesa with other municipalities, national organizations, and associations;
interact tactfully and courteously with the public;
identify and respond to public and City Council issues and concerns;
operate computerized informational databases for tracking programs and related information;
keep accurate records and prepare reports; and
effectively handle comments and feedback for the public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 5/24

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EEO-Prof

JOB FCTN-ADM

INCREMENTS 56-200

PAY GRADE: 52

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