

MARKETING/COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

Classification Responsibilities: A Marketing/Communications Coordinator is responsible for developing and implementing large divisional (with Citywide scope), large multi-divisional or Citywide marketing, public relations, and/or education programs. A Marketing/Communications Coordinator 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 is the primary function of the position, the duties include: planning, developing, and implementing a variety of information for programs or materials (printed items and audio-visual [AV]) to facilitate communication to employees, citizens, and the general public. In addition, the employee may assist in planning and promoting special events. 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 Coordinator may also be responsible for maintaining the department website. Scope of duties include: developing and producing department 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. The Marketing/Communications Coordinator acts as a liaison to the department manager in communicating the marketing, public relations, or education needs of the divisions or Citywide programs to the department, and coordinates the marketing and public relations activities across departments and/or divisions. This class is also responsible for selecting, training, supervising, and evaluating professional, paraprofessional and/or administrative staff. 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: This classification has been designated as a non-classified, non-merit system, at-will position. This class is distinguished from the Marketing/Communications Specialist II class by the greater variety and difficulty of assignments for a division (with Citywide scope), department or Citywide program, the independence in which work is performed, and the supervision of professional, paraprofessional and/or administrative staff. Work is reviewed by a department manager or division director through periodic conferences, input from division management, and results achieved. This class is FLSA exempt.

Arts and Cultural Assignment: The Arts and Cultural assignment will be responsible for; providing strategic direction for the Mesa Arts Center marketing, overseeing and evaluating the marketing budget, serving as a senior communications advisor to the Department Director, and supervising content creation for the Mesa Arts Center website and its six subdivisions. In addition to the above responsibilities, the work may involve grant-writing and special projects as assigned. An employee in this assignment may be required to attend performances (including evenings and weekends) at the Mesa Arts Center to fulfill

marketing and media relations job responsibilities as directed by the Mesa Arts Center Executive Director.

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 Qualification 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. Extensive (5+ years) experience involving marketing, public relations, communications, or a related field. Some (6 months - 1 year) supervisory or lead experience.

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

Substance Abuse Testing. None.

Preferred/Desirable Qualification. Comprehensive experience producing publications using desktop publishing, including use of both layout/design and illustration software, and Hyper Text Markup Language (HTML) is preferred. Experience within a municipal government is desirable. Graduation from an accredited college or university with a Master's Degree in Public Relations, Communications, Marketing, Journalism, or closely related field is highly desirable. Experience serving as a liaison between the general public and contractors/government regarding public works construction projects is highly desirable for the assignment to Engineering Construction.

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: Communicates with the general public, other City employees, vendors, management, media, graphic artists, photographers, and other support professionals in order to create awareness of departmental services/offerings, and administer assigned projects. Instructs and trains division staff regarding media release format, survey techniques, and effective communication materials. Prepares written documents such as media releases, reports, Requests for Proposals (RFPs), and correspondence to respond to inquiries about departmental issues, secure publicity for programs, and present information and options to the Mesa City Council (special events reports and RFP recommendations). Communicates with the general public on controversial or sensitive issues on behalf of management. Utilizes City of Mesa website design and develops communications strategies to achieve departmental communications goals. Assists City staff on development of internal publications and video programs to promote department programs and facilities. Maintains an electronic telephone message system to promote department programs and facilities. Reviews and monitors other internet website calendars and resources for inclusion of department programs and facilities.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License to travel to various locations to give presentations, attend meetings, and pick up/deliver materials. Reviews printed materials and media releases to determine use of City logo and proper format (Associated Press style). Distinguishes colors to determine adherence to printing specifications as well as for general effective visual communication. Attends meetings and obtains services from vendors (printers, artists, photodeveloping, etc.). Operates a variety of standard office equipment (personal computer [PC] for word processing and desktop publishing) to draft materials, organize mailing lists, design regular and special publications, advertisements, flyers, and other visual communication materials. Enters information into a PC to maintain media mailing lists and compile survey data. Prepares maps, graphs, or similar materials (bus maps, progress charts, organizational charts) to communicate information relating to departmental services and programs. Works at elevated levels up to six feet while taking photographs. Performs some light physical labor involved in the setup of special events with occasional lifting and moving of equipment, and photographic coverage of events and activities. Meets scheduling and attendance requirements.

Mental: Plans, organizes, and directs the marketing, promotion, public relations, and advertising functions of an assigned department. Prioritizes own work. Coordinates publicity, marketing, and special events with other City departments, or other agencies (examples: Mesa Chamber of Commerce, Mesa Convention and Visitors Bureau, Mesa Town Center Corporation, community groups, volunteer groups, citizen boards and committees). Develops department/division marketing plans for an assigned department. Conducts research and analyzes data (customer/participant satisfaction surveys, focus groups, program/facility need surveys) to help determine types of offerings, target communication more effectively, and improve customer relations. Develops and monitors a communication budget for an assigned department and tracks expenditures. Comprehends and makes inferences from written material such as surveys, press clippings, and staff reports to determine satisfaction levels and program/facility needs. Analyzes current editorial tone of media coverage and needs for publicity and special projects. Develops creative strategies and tactics for the successful achievement of a department's marketing goals. Writes and distributes program information for use in print and broadcast media. Develops scripts for radio and video presentations. Coordinates the dissemination of department information to the City of Mesa organization via the intranet and e-mail systems. Supervises, assigns, and evaluates the work of subordinate staff.

Knowledge/Skills/Abilities:

Knowledge of:

theories, principles, and techniques for effective written and AV communication;
general theories and principles of product/service marketing, and public relations;
advertising and publicity techniques and practices;
printing techniques and processes;
style guidelines for writing press and broadcast releases and AV scripts;
industry trends involving leisure services;
photography and artistic direction for photo shoots;
English language usage and the terminology used by the various news media;
HTML and website production;
illustration, design, typography paste-up, and layout principles and techniques;

video communication techniques, capabilities, and video direction skills;
the principles and practices of employee supervision, evaluation, and training;
City budgeting practices and procedures; and
basic research methods, techniques, and instruments.

Skill in:

operating a desktop publishing system, including use of both layout and illustration software;
effectively communicating with the general public;
making oral presentations;
organizing a program or event; and
producing graphic designs, brochures, and other materials for training programs or public presentations.

Ability to:

design, write, and edit a variety of printed materials including brochures, flyers, newsletters, press releases, booklets, and reports;
analyze service and program attributes including facility demand, accessibility, availability, and location;
coordinate and monitor advertising, promotional, and publicity activities to maximize coverage in appropriate third-party publications;
advise staff of cost-effective methods and appropriate communication materials to develop goals, strategies, and project themes;
provide design services by use of desktop publishing and/or traditional typesetting methods;
design and place advertising in print, direct mail, and broadcast outlets to promote services;
coordinate and publicize exhibits, festivals, facility openings, and other events, which include equipment setup, invitation production, program development, speaker engagement, speech writing, and collateral development;
communicate with, and respond pleasantly to, a demanding and diverse public in fielding questions and responding to issues of a sensitive nature;
oversee the department website;
observe and evaluate trends;
prepare and deliver effective oral presentations;
present information clearly and in an interesting manner, both verbally and in writing, to various audiences;
write creatively to entice the audience and ensure continuous interest;
meet deadlines and handle more than one project simultaneously; and
establish and maintain effective working relationships with City officials, mass media personnel, coworkers, and the general 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.

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JOB FCTN-ADM

INCREMENTS 56-200

PAY GRADE: 54

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