

## EMPLOYEE ENGAGEMENT MANAGER

### JOB DESCRIPTION

**Classification Responsibilities:** The Employee Engagement Manager is responsible for managing efforts and programs focused on enhancing employees' level of connection/engagement with the City. Duties include: collaborating with City management, departments, and staff to connect and engage with employees and enhance their employment experience, define/develop and guide the City of Mesa employer brand, develop and share engagement/brand materials, and develop and/or execute marketing, digital, and/or social media campaigns; conducting strategic research to assess levels of employee engagement/brand connection and effectiveness by collecting, analyzing, and/or interpreting data; providing recommendations for data-driven engagement actions and decisions; tracking and presenting engagement/brand-related performance metrics; conveying engagement/brand-related information through programs/outreach with diverse groups of employees/families; sharing and promoting engagement opportunities and experiences available through City employment and City benefits with employees/families to support the City's retention efforts; interacting/engaging with employees/families through both traditional and creative digital communication and marketing methods and tools; encouraging employees to refer talented applicants to the City as an employer of choice; leading or participating in Citywide teams/groups related to employee engagement; enhancing and partnering with/participating in and/or coordinating ongoing and/or new, live, and virtual engagement and outreach events and programs, such as aiding service award and exceptional customer service award programs, City management presentations, City and Department meetings, tours, etc.; and conducting periodic check-ins with new and seasoned employees to solicit input and identify opportunities for improvement related to employee engagement and retention. This class may be responsible for developing and managing a budget, and may supervise other professional, paraprofessional, and/or clerical classes. This class performs related duties as required.

**Distinguishing Features:** This classification has been designated as a non-classified, non-merit system, at-will position. The Employee Engagement Manager will have regular, independent interaction with all levels of City management, employees, and their families; and may be required to work evenings and weekends for programs and events. The Employee Engagement Manager will receive general supervision from the Diversity & Special Projects Manager. This class is FLSA exempt-administrative.

### 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.** Graduation from an accredited college or university with a Bachelor's Degree in Business or Public Administration, Human Resources, Marketing, or closely related field. Considerable (3 - 5 years) professional experience developing, leading, and/or managing employee-centered programs, services, and/or events.

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

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Some (6 months - 1 year) digital/social media/marketing experience and bilingual (English/Spanish) are 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:** Establishes effective working relationships and collaborates with City management, departments, and staff to define/develop and guide the City of Mesa employer brand, develop and share engagement/brand materials, and develop and/or execute marketing, digital, and social media campaigns; communicates with employees to connect/engage and enhance the employment experience; conveys engagement/brand-related information through programs and outreach with diverse groups of employees/families; shares and promotes engagement opportunities and experiences available through City employment and City benefits with employees/families to support the City's retention efforts; interacts and engages with employees/families through both traditional and creative digital communication and marketing methods and tools; encourages employees to refer talented applicants to the City as an employer of choice; leads or participates in Citywide teams and groups related to employee engagement; partners with/participates in and/or coordinates ongoing and/or new, live, and virtual engagement/outreach events, programs, presentations, City/Department meetings, tours, etc.; solicits input from employees related to engagement and retention; and presents engagement/brand-related performance metrics.

**Manual/Physical:** Conveys engagement/brand-related information through programs/outreach with diverse groups of employees/families. Interacts/engages with employees/families through both traditional and creative/digital communication and marketing methods and tools. Participates in and/or coordinates live and virtual engagement/outreach events, programs, presentations, tours, etc. Presents engagement/brand-related performance metrics. Drives to programs, events, meetings, etc., which requires a valid Class D Arizona Driver's License by hire or promotion date. Meets scheduling and attendance requirements.

**Mental:** Collaborates with management to assess, define/develop, and guide the City brand, develop engagement/brand materials, etc. Participates in and/or coordinates ongoing and/or new engagement/outreach events and programs. Develops and/or executes marketing/digital/social media campaigns. Conducts strategic research and assesses levels of employee engagement/brand connection and effectiveness. Collects, analyzes, and/or interprets data. Identifies opportunities for improvement related to employee engagement, satisfaction, and retention. Develops and provides recommendations for data-driven engagement actions and decisions. Tracks and presents engagement/brand-related performance metrics. May supervise other professional, paraprofessional, and/or clerical classes. May develop and manage a budget.

## **Knowledge/Skills/Abilities:**

Knowledge of:

best practices related to employee engagement and retention;  
employee program development and execution;

data collection and analysis; and  
best practices related to employee supervision.

Skill in:

collaborating with City management, departments, and staff;  
connecting/engaging with diverse groups of employees/families; and  
developing engagement/brand materials.

Ability to:

establish effective working relationships with City management and employees/families;  
assess, define/develop, and guide the City of Mesa employer brand;  
convey engagement/brand-related information through programs/outreach;  
develop and/or execute marketing, digital, and social media campaigns;  
conduct strategic research to assess levels of employee engagement/brand connection;  
identify opportunities and provide sound recommendations for engagement actions and decisions;  
track and present engagement/brand-related performance metrics;  
participate in and/or coordinate live and virtual engagement/outreach events;  
lead or participate in Citywide teams/groups related to employee engagement; and  
partner with other City programs, department, and staff.

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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EEO-O/A

JOB FCTN-ADM

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 60

IND-8810

SWORN-No

Non-DOT Random-N

DOT-N

INCREMENTS 58-200