

## MARKETING/COMMUNICATIONS SPECIALIST II

### JOB DESCRIPTION

**Classification Responsibilities:** A Marketing/Communications Specialist II is a journey-level, professional classification responsible for developing, coordinating, and implementing a marketing, public relations, and/or education program for an assigned division or subdivision. A Marketing/Communications Specialist II is responsible for serving as an information resource to a variety of people such as citizens, contractors, architects, developers, business owners and their employees, news media, and community groups regarding an assigned area. Where marketing is the primary function of the position, the duties may include: handling electronic and print media activities, press releases, and advertising; meeting with interested parties to market or sell City programs and services; writing articles for publication; and graphic design work. Where public relations are the primary functions 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 II may also be responsible for maintaining the division website. Scope of duties include: developing and producing division 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, business owners, customers, etc. May have lead responsibilities for a project or team (*by assignment*). Responsibilities may also include supervision of clerical or paraprofessional classes. Employees in this class may perform any combination of marketing, public relations, or education duties as assigned. This class performs related duties as required.

**Arts and Cultural Assignment:** This assignment leads the Public Relations efforts primarily for Mesa Arts Center programs and events. Duties include writing, editing, and distributing press releases, pitching media, and acting as a media spokesperson (or identifying/preparing spokespeople for media interviews). Responsibilities of this assignment include public relations efforts for internal Mesa Arts Center departments, including the Performing Live events, Mesa Contemporary Arts Museum, art studios, engagement programs, development, community festivals and events, and facility rentals. Additional responsibilities may include researching and gathering artist materials to create press packets; concept development to produce marketing materials with the graphic designer; supporting production of videos; coordinating photographers and videographers; writing and editing emails, scripts, blogs, editorials, brochures, programs, and fliers; and other duties as needed. Some evening and weekend work for special events and early morning press events is required. This position is part of the City of Mesa Arts and Culture marketing team and occasionally provides collaborative support for team members at i.d.e.a. Museum and Arizona Museum of Natural History.

**Energy Resources Assignment:** Responsibilities will include gaining an in-depth understanding of Mesa's energy utilities' business models in order to design and implement programs that contribute to the financial success of the Energy Resources Department. The incumbent will have experience with

coordinating energy utility meetings with developers and representatives from multiple city departments to ensure that energy utilities services are provided in an efficient, safe, reliable, timely, and cost-effective manner. This job classification will collect and analyze the costs to extend service to new or expanding customers and the associated revenues; incorporate such analyses into the negotiation of Service Extension Agreements; and prepare agreements for execution by Department Management. Service Agreements also require ongoing administration, including monitoring of revenues.

***Engineering Assignment:*** Public Relations is the primary function of the Engineering Assignment. Duties will include extensive public outreach regarding capital improvement projects. In-person contact with a variety of residents, businesses, and organizations is expected. Having a background and understanding of civil construction is necessary to properly foresee, educate, and resolve situations related to construction activities. Exercising a high degree of unbiased discretion and courtesy in these frequent interactions is required. Takes an active role in coordination between contractors, engineers, City departments, business owners, and the public. Will research, analyze, and resolve public inquiries or complaints; and act as a liaison and a central point of contact between the City of Mesa, businesses, and the public. Many forms of public notification are used to reach our diverse population. Experience developing and distributing both digital and print media, at times this requires door-to-door notification in the summer heat. Ability to organize and participate in Engineering special events and public meetings.

***Fire and Medical Department Assignment:*** Responsibilities will primarily focus on digital content development and digital storytelling, including developing, writing, editing, and producing videos and shooting and editing photography. Other duties will include: graphic design work supporting the creation of social content, publications, presentations, and newsletters; creating and managing social media posts and digital content across social media platforms; interacting with and responding to questions from the public via email and social media; supporting the development and maintenance of the department website; and supporting the public recognition program, which may include verifying information and coordinating recognition details. The assignment may require early morning, evening, and weekend work.

***Hispanic Outreach Assignment:*** The Hispanic Outreach assignment assists in the implementation of a Citywide communications plan; and develops and produces public information programs and publications, which are marketed to Mesa's Hispanic citizens, businesses, visitors, and Hispanic media.

***Solid Waste Assignment:*** Responsibilities also include digital content development and digital storytelling, including developing, writing, editing, and producing videos and shooting and editing photography. Other duties will include: graphic design work supporting the creation of social content, publications, presentations, and newsletters; creating and managing social media posts and digital content across social media platforms; interacting with and responding to questions from the public via email and social media; supporting the development and maintenance of the department website; and participating in seasonal events, special events, public school and neighborhood presentations, and other educational services. This assignment may require evening and weekend work.

***Transportation Assignment:*** Responsibilities will include developing, implementing, and overseeing comprehensive community education and outreach campaigns; maintaining the Transportation Department's internal and external webpages; creating and managing social media posts and other digital content across all social media platforms; performing public outreach for Transportation

activities and projects; coordinating and participating in events that may involve some evening and weekend work; interacting and responding to questions from the public regarding Transportation projects; creating and maintaining various forms of media for public notifications pertaining to Transportation projects; providing the appropriate coverage, updates, information, and support for staff to ensure the public has up-to-date information during emergencies, including weather-related events, storms, and monsoons which may include field visits to affected areas; creating various documents for internal department communication, including employee newsletters, department presentations, and other information related to employee development; coordinating department wide meetings and new employee orientation sessions; and developing marketing plans to promote the City's Transportation Plan, safety programs, the Bike and Pedestrian program, and other related transportation programs and issues.

***Water Resources Assignment:*** Responsibilities also include maintaining the Water Resources website; creating social media posts, and other digital content to relay key messages to customers; updating scheduled publications (including the Consumer Confidence Report) and school educational materials; promoting Water Resources' programs through television segments and community events; graphic design; maintaining editorial calendars and internal communications; developing marketing plans to promote the Know Your H2O water education/outreach program and other related water/wastewater programs; and pursuing creative funding opportunities including grants and fundraising for special projects. Some evening and weekend work for special events may be required.

**Distinguishing Features:** This class is distinguished from the Marketing/Communications Specialist I classification by performing work of greater complexity and scope, and by the considerable latitude exercised and minimal supervision required. 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.

## 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. Considerable (3 - 5 years) full-time experience involving marketing, public relations, communications, or a related field. The ***Hispanic Outreach Assignment*** requires successful completion of written and verbal bilingual (English/Spanish) testing prior to hire.

**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 and Hypertext Markup Language (HTML) is preferred (*by assignment*).

***Energy Resources Marketing Assignment:*** familiarity with marketing practices such as business development, business to business technical marketing, financial analysis, and knowledge of the natural gas and electric industry and the operations of a utility system is highly desirable.

***Engineering Assignment:*** preferred candidates will have experience with public relations and civil construction. Experience reading and interpreting construction plans, and knowledge of temporary traffic control methods is preferred. The ability to curtail messaging to the audience, actively listen, and follow through is highly desirable. Experience with coordinating ongoing construction and posting information and updates for the public and employees through City of Mesa web pages, emails, and social media outlets is ideal.

***Fire and Medical Department Assignment:*** Bilingual (Spanish/English) skills are preferred.

***Solid Waste Assignment:*** experience with public involvement techniques regarding dissemination of information (examples: public/business workshops, task forces, focus groups, etc.) and Bilingual (Spanish/English) skills are preferred.

***Transportation Assignment:*** familiarity with traffic engineering and traffic safety principles/practices is desirable.

## **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, attend meetings, and pick up/deliver materials. 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 services projects. Coordinates work activities, program functions, and special events with other City departments, cities, and agencies. Comprehends and makes inferences from written material (example: 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.

**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;  
HTML and website production;  
project management, research methods, and techniques;  
principles and practices of composing and editing informational material; and  
the arts (*Arts and Cultural Assignment*).

Skills 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 divisions and departments as needed to complement outreach programs of various departments;

develop educational materials for a variety of audiences (examples: pamphlets, posters, coloring books, public service announcements, etc.);  
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;  
oversee the division website;  
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 do 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 12/24

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