

MARKETING MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under the direction of the Economic Development Director, develops, organizes, directs and evaluates a comprehensive communications, marketing and community relations programs for the City and acts as a community and media relations liaison for the City and the City's Economic Development Department.

IDENTIFYING CHARACTERISTICS

The Marketing Manager is a single position class that is expected to independently perform the full scope of assigned duties, work independently, apply well-developed communication and computer skills, knowledge, and abilities, and exercise judgment and initiative.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Assumes responsibility for public relations services and activities of the Economic Development Department; assists in developing and implementing the City's comprehensive economic development program aimed at promoting the retention and expansion of business activity within the community.
2. Organizes communication activities to foster public understanding of City goals, policies, programs, and services; develops strategies for public information delivery and prepares communication materials in a variety of formats.
3. Writes and distributes press releases on behalf of the City; responsible for writing, editing, and distributing the City newsletter.
4. Designs and executes information updates for City's website; expands content and functionality of the website.
5. Responds to requests for information from the press and from the general public; assists department heads in identifying public relations opportunities; tracks and reports on legislative issues.
6. Identifies paid advertising opportunities; negotiates terms of advertisements; develops and designs advertising and outreach tools that generate awareness and positive perceptions of the City and its departments.
7. Oversees and participates in design work done by contractor.
8. Acts as liaison between City and community business groups.
9. Provides assistance for new business start-ups and existing business expansions; provides service and support for businesses that supply goods, services, and jobs to the community
10. May develop and submit to the Director a comprehensive economic development strategic action plan including targeted marketing programs for identified business development and retention programs and for the attraction and retention of general retail, manufacturing, and non-manufacturing

CITY OF SUISUN CITY
Marketing Manager (Continued)

businesses.

11. Serves as the liaison for the Economic Development Department with other divisions, departments, and outside agencies; may negotiate and resolve sensitive and controversial issues.
12. Ensures coordination of economic development activities with other private and public sector agencies through participation on task forces and committees; identifies partnering opportunities for various programs.
13. Serves as staff on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
14. Provides responsible staff assistance to the Director of Community Development; conducts a variety of organizational studies, investigations, and operational studies; recommends modifications to economic development programs, policies, and procedures as appropriate.
15. Attends and participates in professional group meetings; maintains awareness of new trends and developments in the field of economic development; incorporates new developments as appropriate.
16. Responds to and resolves difficult and sensitive citizen inquiries and complaints.
17. Performs related duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

Media relations and media functions.

Public relations strategies and principles.

Current English usage, grammar, punctuation, and journalistic styles.

Operational characteristics, services, and activities of an economic development program.

Principles and practices of program development and administration.

Principles, practices and methods of economic development and job creation.

Marketing, public information, and promotional techniques used in economic development.

Long range economic development planning.

Principles and practices of municipal budget preparation and administration.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Pertinent federal, state, and local laws, codes, and regulations including those related to commercial and industrial development and redevelopment.

Ability to:

Prepare clear and concise outreach tools using a variety of media.

Conduct research.

Prepare reports.

Oversee and participate in the management of a comprehensive economic development program.

Oversee, direct, and coordinate the work of lower level staff and contractors.

Participate in the development and administration of division goals, objectives, and procedures.

Coordinate multiple contracts, projects and cooperative ventures.

Collect, analyze, compile and present information and data.

Analyze problems, identify alternative solutions, project consequences of proposed actions and

CITY OF SUISUN CITY
Marketing Manager (*Continued*)

implement recommendations in support of goals.
Research, analyze, and evaluate new service delivery methods and techniques.
Interpret and apply federal, state, and local policies, laws, and regulations.
Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in journalism, communication, public administration, public relations, marketing, or a related field.

Experience:

Five years of increasingly responsible experience in media or public relations related activities including exposure to government processes and strategic thinking.

License or Certificate:

Possession of an appropriate driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office environment with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends and may be required to travel outside City boundaries to attend meetings.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.