

## **CITY OF MARGATE, FLORIDA JOB DESCRIPTION**

### **JOB TITLE: COMMUNICATIONS AND MARKETING MANAGER (Job Code 252).**

---

#### **GENERAL STATEMENT OF JOB**

The purpose of this position is to develop, implement, and manage the City's comprehensive and proactive public information/relations, outreach, marketing, and communications programs. Under the general direction from the Assistant City Manager, this position will serve as the City's Public Information Officer and assist with outreach, marketing, and communication programs for the Margate Community Redevelopment Agency (CRA). Work involves researching, planning, developing, and supervising the implementation of marketing, communications, and public information plans; writing and producing media communications; and providing quality assurance in accordance with the City's and CRA's branding and best practices.

#### **ESSENTIAL FUNCTIONS**

**The following duties and functions, as outlined herein, are intended to be representative of the type of tasks performed within this position. They are not listed in any order of importance. The omission of specific statements of the duties or functions does not exclude them from the position if the work is similar, related, or a logical assignment for this description. Other duties may be required and assigned.**

Designs and manages the City's strategic communication plan.

Manages the public relations, public information, publications, and communication programs for the City.

Establishes and maintains the City's standards for public information, publications, and communication and works in conjunction with designated public information officials of other City Departments to ensure the implementation of standard.

Develops methods/strategies to meet program objectives. Assists City departments and the Community Redevelopment Agency (CRA) in meeting communications objectives as appropriate.

Establishes and maintains professional working relationships with all media sources including newspapers, television and radio stations, magazines, bloggers and other news outlets to assure accuracy of City information disseminated.

Develops responses to media inquiries with accuracy, timeliness, and in line with the City's and CRA's brand. Utilizes media proactivity to distribute City and CRA information in an effective way.

Develops and disseminates City wide communications strategies.

Supports City departments in developing appropriate media responses and strategies; represents the City as spokesperson in public information matters and highly-sensitive matters;

Serves as the City's Public Information Officer (PIO) and coordinates public information for disasters and emergencies with appropriate public safety staff.

Provides media training and coaching to departments when faced with media opportunities or challenges.

Develops, implements, and administers marketing and outreach plans for community engagement, including social marketing campaigns and incentives, training and education, and multi-media promotional materials for both the City and the CRA.

Prepares and disseminates news releases regarding City events, services and regulations in conjunction with City departments and the CRA, coordinates media conferences, and arranges media coverage for City special events.

Prepares speeches and talking points for City and CRA management as requested.

Manages, produces, and distributes the City's official newsletter.

Produces and distributes a variety of information and marketing materials such internal and external newsletters, communications provided to residents and businesses.

Coordinates the Margate Citizens Academy.

Assists citizens and neighborhood groups in identifying and accessing available City services; responds to incoming inquiries to provide information and referral services to citizens.

Coordinates with departments and CRA to maximize the effectiveness, efficiency and distribution of City and CRA information utilizing various integrated channels of communication to all audiences of the City, including but not limited to, online web pages, websites, e-newsletters, emails, and social media methods; printed brochures, posters, fliers, newsletters and booklets; direct mail; print, TV, and online advertising; video and TV broadcast; live presentations, speeches, and appearances.

Manages, reviews, coordinates and approves content and message direction of the City's website, and provides support for departmental web authors.

Develops and maintains the City's portfolio of information and publications, and the City's master calendar of events and activities.

Manages, coordinates, and approves content on the City's local access cable channel.

Develops and maintains relationships with community and neighborhood groups, residents, and other agencies and organizations by providing education and information on City matters. Provides City information proactively, presents information at meetings, and partners with groups to provide and exchange information. Responds to resident and community group concerns or inputs on City matters, and provides information as follow-up to those residents and groups. Assists in outreach and promotion of the City's and CRA's brand to businesses and community organizations.

Represents the City at various meetings and makes presentations to groups as required.

Acts as a central marketing and communications liaison supporting all City departments' information creation needs. Develops visual and written communications, including but not limited to printed materials and collateral, letters and mailings, newsletters, articles, signage, websites, presentations, videos, social media, and multi-media materials.

Manages marketing efforts for all City-sponsored and CRA-sponsored events.

Conducts market research studies to determine residents' needs, and analyzes research data and trends to make recommendations for action. Coordinates and conducts focus groups or community input sessions to understand issues and develop consensus.

Assists in the implementation of annual surveys for benchmarking.

Performs tasks and assignments as directed by the City Manager.

Performs Emergency Response tasks and assignments as directed by the City Emergency Response Director or authorized Emergency Response subordinate.

## **MINIMUM TRAINING AND EXPERIENCE**

Must possess a Bachelor's degree in Business Administration, Public Administration, Journalism, Communications, Mass Communications, Marketing, or related field; supplemented by a minimum of seven (7) years previous related experience, preferably with a governmental agency. Must have extensive knowledge of the workings of the media, and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media. Computer graphics design experience, and experience managing and directing creative projects preferred. Broad range of writing ability required, from advertising copy to technical articles. Knowledge of electronic communications, including web publishing, electronic newsletters, social media, and other online communications a must. Computer proficiency in the Microsoft Office Suite is required, with proficiency in MS Publisher or similar software being preferred.

## **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

Physical Requirements: Tasks involve some walking, standing; some lifting and carrying objects of light to moderate to weight (5-15 pounds).

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, or composite characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving oral instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of materials relevant to government, legal, and City administration operations that range from moderate to complex levels.

Intelligence: Requires the ability to analyze and interpret problems, and draw valid conclusions in program coordination development.

Verbal Aptitude: Must communicate efficiently and effectively in standard English. Must consistently demonstrate the ability to speak with poise, confidence, and voice control.

Numerical Aptitude: Requires the ability to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various types of information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in handling, sorting, and filing documents.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors or shades of color.

Interpersonal Temperament: Requires the ability to deal with people from a variety of departments and the public in both giving and receiving instructions. Must consistently demonstrate an ability to perform under stress.

Environmental Requirements: Tasks are performed with infrequent exposure to adverse environmental conditions.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of journalism, communications and marketing principles and practices, and the techniques of researching, composing, and editing publicity material.

Knowledge of website development.

Knowledge of current communications channels, including traditional and modern media, including social media, and a working knowledge of the technology supporting them.

Knowledge of design, website guidelines and standards, and communication industry best practices, as well as the ability to perform the basic functions of website content management systems.

Skilled in designing, writing, editing and overseeing production of publications.

Skilled in directing, writing, and producing government access cable television programming.

Ability to effectively demonstrate excellent organizational, oral, and written communications skills.

Ability to work with internal and external customers.

Ability to lead and manage in a public setting.

Ability to plan, schedule, and coordinate projects and programs.

Ability to write and assemble interesting and informative articles, news releases, and other publicity messages and materials.

Ability to maintain awareness of current events that may impact implementation of City policies and public information programs.

Ability to work independently, plan, organize, and execute assignments with minimum supervision.

Ability to organize, plan, and implement multiple, time-sensitive assignments, including acting as a project team leader.

Ability to manage community relations programs, including crisis communication.

Ability to develop and implement established goals, objectives, policies, and procedures.

Ability to remain current on citywide issues and trends.

Ability to evaluate communications operations and recommend improvements.

Ability to listen actively and communicate effectively orally and in writing with various audiences.

Ability to establish and maintain effective working relationships with management, employees, elected officials, local media, community members, and the general public.

**EQUAL OPPORTUNITY EMPLOYER**

The City of Margate, Florida, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Margate will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

I have read and acknowledge receipt of this Job description.

\_\_\_\_\_  
Employee Name and Signature

\_\_\_\_\_  
Date