



JOB DESCRIPTION
Marketing and Communications Manager

Job Class: 8 **Annual Base Salary:** \$54,000 – \$81,000 **FLSA Status:** Non-Exempt
Date: January 2019 **Reports to:** Assistant City Administrator **Department:** Administration

JOB DEFINITION

The Marketing and Communications Manager is responsible for the development, management and administration of strategic outreach, media relations, and communications of City-wide initiatives for external and internal audiences of the City of Edgerton. The Marketing and Communications Manager is a professional position and plays a strategic role in developing and promoting the City’s brand while simultaneously implementing day-to-day tactical work. The Marketing and Communications Manager stays abreast of current methods of communication and advocates, as appropriate, for increasing community and public engagement through the deployment of new technology and platforms. The position is responsible for content development across multiple platforms; maintaining and updating the City’s website; and developing and implementing a social media plan, including monitoring those media outlets. The Marketing and Communications Manager is skilled at developing relationships and recognizing opportunities to promote Edgerton.

The Marketing and Communications Director displays excellent project management skills. In addition to having core skills such as writing, editing, communication planning and digital media experience, he or she will be able to multitask and adjust tasks and projects in response to changes to the city work plan and community feedback. He or she will direct media inquiries to the appropriate staff person or elected official. He or she will be both resilient and relentless--responding positively to critiques, and feedback and managing challenges to meet deadlines and deliver results.

SUPERVISION RECEIVED AND EXERCISED

- Receives general supervision from the Assistant City Administrator
- Exercises no direct supervision over other city employees
- Coordinates work with other City departments regularly

EXAMPLES OF ESSENTIAL DUTIES *(This list is not to be construed as a complete representation of the responsibilities of the job, and may include other duties as assigned that are not listed below.)*

Importance	Tasks	% of Time
1	Writes and edits content for city’s website, monthly resident newsletter and email using engaging style and tone appropriate for city’s various audiences. Manages the production of major city publications. Creates multimedia content such videos to enhance the city’s website. Monitors city’s website for acceptable performance and user accessibility and ADA compliance. Seeks feedback for website improvements and enhancements.	25

Importance	Tasks	% of Time
2	Researches, writes and edits content for both traditional and new social media outlets. Creates and maintains web content based on input from content owners. Works with owners to ensure message accuracy; edits content from providers; develops, locates and selects appropriate multimedia content (e.g., images, animations, music and video) and formats for web use. Stays abreast of social media trends, best practices and technologies.	20
3	Prepares marketing plans and materials to promote special events, programs, and city-wide festivals. Is responsible for collaborating with internal and external stakeholders to ensure the message is creative and accurate with the appropriate voice and tone for the intended audience.	15
4	Attends public engagements, special events, and festivals, takes photos and leverages opportunities to market the City of Edgerton's brand.	15
5	Attends department staff meetings to stay abreast of current projects and opportunities to promote the brand, image and accomplishments of the City. Attends meetings with external stakeholders and partners as requested to promote the City of Edgerton and share marketing materials.	15
6	Assists with public information during city-wide emergencies and incidents.	10

IMPORTANT JOB FUNCTIONS:

- Work with City departments and representatives to develop/implement public relations, marketing and media relations strategies and materials for addressing issues, promoting programs/services/events and communicating with the public.
- Develop positive working relationships with the news media, stakeholders and partners, community leaders and citizen organizations.
- Develop methods, programs and opportunities to inform and involve citizens.
- Write news releases, message points, articles, advertising, video scripts; and write and edit original ideas and assigned feature articles for external distribution to local, regional and national newspapers, magazines and trade journals.
- Handle confidential matters.
- Make oral and written presentations.
- Work during emergencies, disasters, and inclement weather to provide accurate and timely information to the public and news media. Coordinate with appropriate stakeholders, partners and service providers.
- Perform other job duties as assigned.

MATERIAL AND EQUIPMENT USED:

Vehicle
 Computer
 General Office Equipment
 Camera
 Audio/Visual Equipment (projectors, microphones, speakers, etc.)

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Bachelor's degree in journalism, social media, digital media, public relations, marketing or a related communications program, or an equivalent combination of formal education, training and work experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.
- Two years of experience in public relations, content management, journalism or social media with working knowledge and experience creating HTML and relevant professional experience across key social media platforms including Facebook, Twitter, LinkedIn, Blogs, YouTube, Snapchat, and Pinterest, etc.

Licenses and Certifications:

- Valid Driver's License with an insurable driving record.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- The City's personnel rules and policies, and safety procedures for all aspects of the job.
- Methods and practices of assembling, analyzing, and presenting statistical data.
- All computer applications and hardware related to performance of the essential functions of the job.
- Department organization, standard operating guidelines and policies, rules, and regulations.

Skill in:

- Ability to manipulate and optimize images for web use using image editing software such as PhotoShop
- Attention to detail
- Interpersonal and facilitation skills
- Working knowledge of public sector administration
- Strong proofreading and editing skills
- Knowledge of AP style
- Strong verbal and written communication skills
- Good organizational skills
- Knowledge and experience of website ?? and content management system software such as WordPress
- Knowledge of applications such as Photoshop and Illustrator
- Photography and video skills
- Working knowledge and experience of social media such as, but not limited to, Facebook, Twitter and LinkedIn
- Strong computer/Internet skills
- Proficient with Microsoft Office, Google, Adobe office products

Mental and Physical Abilities:

- Ability to process information quickly
- Ability to meet deadlines
- Diplomacy and judgement
- Ability to accept constructive criticism and feedback
- Ability to interpret policies and procedures

- Ability to interpret legislative documents, such as ordinances and statutes
- Ability to work effectively in a multitasking environment
- Ability to exhibit creative thought process
- Ability to recognize and protect confidential information
- Ability to carry out assignments through written and oral instructions
- Ability to work independently
- Ability to learn and understand PC software applications
- Alpha and numeric recognition
- Ability to communicate effectively and professionally with a wide variety of people

WORKING CONDITIONS:

This work primarily takes place in an office environment with some exposure to outdoor temperatures, dirt and dust. The position requires sedentary work that involves walking or standing some of the time, involves exerting up to 25 pounds of force on a regular and recurring basis, and involves frequent keyboard use and frequent handwriting using fingers & hands. Work may include extended periods of time viewing a computer and/or video monitor and operating a keyboard.

This position may be required to work overtime, evenings, weekends, and some holidays, as required. Attendance at overnight seminars and conferences may also be required.

I understand that nothing in this job description restricts the City's right to assign or reassign duties and responsibilities to this job at any time. I also understand that this position description reflects the City Administrator's assignment of essential functions; it does not prescribe nor restrict the tasks that may be assigned. I further understand that this position description may be subject to change at any time due to reasonable accommodation or other reasons.

I have reviewed this document and discussed its contents with my supervisor and I fully understand the nature and purpose of this job description and its related duties.

Employee Name	Employee Signature	Date

City Administrator	City Administrator Signature	Date

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.