

## CITY OF GLENDALE

**TITLE: Marketing & Communications Manager CLASS CODE: 461**

**REPORTS TO: Deputy Communications Director GRADE: 28**

**DEPARTMENT: Marketing FLSA: E**

**JOB DESCRIPTION DATE: July 21, 2010 ajw**

### **JOB SUMMARY**

Plans, organizes, develops and manages city wide marketing, public information, special events and tourism programs.

### **ESSENTIAL FUNCTIONS**

1. Works with and advises the city's executive team – Mayor/Council, City Manager and Deputy City Managers regarding strategies related to the dissemination of official city information (particularly on sensitive matters) to various publics: news media, citizens, employees, businesses and other customers.
2. Develops, writes and/or edits communications material for the Mayor/Council and City Manager, to strategically manage and assist the public's understanding of city policies, programs and services.
3. Oversees the citywide media relations program.
4. Manages staff responsible for serving as contact and spokesperson with local, state, national and international news media.
5. Participates in the development of comprehensive strategies and approaches for marketing Glendale locally, regionally and nationally.
6. Assesses multiple city departmental marketing needs and conceptualizes, develops, implements and manages strategic communications campaigns and projects that reach, inform and involve citizens at large and/or targeted audiences.
7. Plans, develops, writes and manages production of multiple city departmental newsletters, brochures, flyers and other materials prepared for both internal and external audiences.
8. Develops, implements and manages citywide special events and tourism programs, including supervision of staff and budgets.
9. Participates in the development, implementation and analysis of market research related to the value and effectiveness of city services and programs.
10. Writes and produces cable television programs and training and promotional videos for target markets.
11. Researches and writes news releases, regional and national awards applications and articles for professional journals and publications on behalf of the Mayor/Council and city management.
12. Participates in establishing goals and objectives for the department's posters, brochures, flyers and other materials prepared for both internal and external audiences.

### **SECONDARY FUNCTIONS**

12. Performs other related duties as assigned.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### **Knowledge of:**

Marketing, organizational communications, community relations, publicity and media relations  
Principles and practices of journalism and composing and editing informational and promotional materials  
English language usage and terminology and practices of the news media  
Principles and practices of project management  
City organization and operations

### **Ability to:**

Establish and maintain effective working relationships with the Mayor/Council, news media, business leaders, community groups, city officials and the general public  
Prioritize a variety of projects and work under deadline pressure  
Use independent decision-making authority and confidentiality in managing sensitive marketing and communications projects  
Communicate effectively, verbally and in writing  
Conduct research and prepare marketing and informational material which will enhance the city's image and public awareness of city operations and activities  
Effectively supervise, train and develop staff

## **WORKING CONDITIONS**

Office setting.

## **MINIMUM REQUIREMENTS**

Bachelor's degree in journalism, marketing, public relations or a related field and five years experience in marketing or public relations, preferably with a municipality, including two years supervisory experience.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

## **SPECIAL REQUIREMENTS**

Valid Arizona driver's license.  
Must be available after hours on call.