

CITY OF GLENDALE

TITLE: Deputy Communication Director	CLASS CODE:	468
REPORTS TO: Communications Executive Director	GRADE:	35
DEPARTMENT: Marketing & Communications	FLSA:	E
JOB DESCRIPTION DATE: November 4, 2011 ajw		

JOB SUMMARY

Under the guidance of the Communications Executive Director, an incumbent in this class plans, organizes and directs the activities and staff of a division(s) involved in the city's integrated marketing and communications programs designed to increase awareness of and promote Glendale on a local, regional and national basis.

ESSENTIAL FUNCTIONS

NOTE: Specific functions, required knowledge, skills & abilities may vary depending on assignment.

1. Develops, plans, supervises and directs the work of staff involved in the city's integrated marketing/communication programs.
2. Develops and directs the implementation of an advertising brand, slogan and creative concept to be used in marketing programs designed to increase awareness of and promote Glendale.
3. Manages division budget in accordance with department goals.
4. Directs the research necessary to determine course of action for programs and measure effectiveness of such activities.
5. Conceptualizes, develops and directs the implementation of national-scale special events and proactive public relations programs that promote Glendale, enhance its image and help increase the sales tax base.
6. Manages strategic communications programs related to generating marketing opportunities for the City's cable studio, civic center and media center.
7. Directs the development of partnerships and sponsorships designed to generate revenue and offset costs for the city.
8. Directs the research, development and implementation of programs to stimulate tourism in Glendale.
9. Provides oversight in development of strategies to increase awareness of multiple city departments' marketing needs, programs or services; public notification and communication strategies and plans across multiple departments on city projects requiring citizen participation; and the preparation and production of collateral materials across multiple departments to assure the most appropriate and cost-effective design and medium.
10. Writes news releases, media correspondence, award applications and articles for professional journals to promote the city's staff, programs and services. Serves as city spokesperson if the director is not available.
11. Assists in the development and preparation of presentations, speeches, columns, newsletters, cable TV programs and other forms of communication for use by the Mayor, City Council Members, City Manager, or city department heads.
12. Serves as an in-house liaison to citizen groups and business marketing groups such as Chamber of Commerce, Downtown Development Corporation, and MAG to promote Glendale locally, regionally, and nationally in order to increase the sales tax base.
13. Performs other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES

Knowledge of:

Theories, principles and practices of marketing and communication
Principles and practices of advertising, public and media relations and market research
Graphic design, layout and printing functions
Marketing and research practices, media relations, organizational communications, and community relations
Budget preparation and administration
Principles and practices of employee supervision, evaluation, and training
Effective supervisory practices

Ability to:

Develop and implement appropriate marketing plans and strategies
Prepare clear and concise reports and presentations
Establish and maintain effective working relationships with government and business officials, community groups, civic leaders, employees, the news media and the general public
Effectively plan, organize and direct the work of a program area
Exercise creativity and resourcefulness in developing marketing programs, strategies and plans
Prepare and administer operating and capital budgets
Supervise, train and develop staff
Use independent decision-making authority and confidentiality in managing sensitive marketing and communications projects
Communicate effectively verbally and in writing

WORKING CONDITIONS

Office setting

MINIMUM QUALIFICATIONS

Bachelor's degree in marketing, business administration, communications or a related field and five years progressively responsible experience in marketing including two years of 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