

## CITY OF GLENDALE

<b>TITLE:</b> Executive Communications Director	<b>CLASS CODE:</b> 469
<b>REPORTS TO:</b> City Manager	<b>GRADE:</b> 56
<b>DEPARTMENT:</b> Marketing/Communications	<b>FLSA:</b> E
<b>JOB DESCRIPTION DATE:</b> October 26, 2009	

### JOB SUMMARY

Plans, organizes and directs the citywide communication and marketing effort to increase awareness of and promote Glendale's services and programs and enhance the City's image locally, nationally, and internationally. Plans, organizes and directs the activities and staff of the Marketing/Communications Department.

### ESSENTIAL FUNCTIONS

1. Develops, plans, and directs the implementation of comprehensive citywide communication efforts that consist of public and media relations consultation to the Mayor, City Council, City Manager and management of all city departments on potentially sensitive issues.
2. Oversees public notification and communication strategies and plans across multiple departments on city projects requiring citizen participation.
3. Develops and directs a wide range of strategic marketing/communication programs that enhance and protect the image of the city-locally, regionally and nationally.
4. Oversees the assessment of multiple city departmental marketing needs to develop strategies to increase awareness of those departments' programs or services to elected target markets.
5. Sets overall goals for public information and in-house training programs for the cable TV operations and directs programming, equipment purchases and operational functions in accordance with these goals.
6. Oversees regulation of cable television providers in accordance with FCC rules and regulations and a license agreement.
7. Conceptualizes, develops and directs the implementation of special events that promote Glendale, enhance its image and help increase the sales tax base.
8. Directs the research, development and implementation of programs to stimulate tourism in Glendale in order to increase the sale tax base.
9. Directs the city's in-house graphic design function for multiple departments that includes overseeing implementation of standards manual for proper uses of city's corporate logo and seal.
10. Directs the writing of news releases, award applications and articles for professional journals to promote the city's staff, programs and services.
11. Designs, directs and analyzes contracted market research studies to determine public opinion on citywide basis and acts as in-house market research consultant and designer for individual department research needs.
12. Puts together presentations and writes, edits, or supervises speeches/columns/newsletters/ cable/TV programs for citizens, businesses, and regional or national audience for Mayor, City Council, City Manager, Economic Development or Marketing/Communications Department.
13. Serves as 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.
14. Manages overall departmental budgets in accordance with goals.

## **SECONDARY FUNCTIONS**

15. 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  
Television production and techniques  
Graphic design, layout and printing functions

### **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 supervise, train and develop staff  
Effectively plan, organize and direct the work of a program area  
Exercise creativity and resourcefulness in developing marketing programs, strategies and plans  
Communicate effectively verbally and in writing

## **WORKING CONDITIONS**

Office setting.

## **MINIMUM QUALIFICATIONS**

Master's Degree in Public Administration, Business Administration, Management or a related field and five years of progressively responsible administrative experience in the public sector.

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

## **SPECIAL REQUIREMENTS**

Valid Arizona driver's license.

Must be a resident of the city or become a resident within twelve months of appointment.