

MAJOR FUNCTION

This is highly responsible professional, managerial and creative work that directs the marketing of citywide projects, programs and services. Coordinates City activities which affect its relations with our customers or with special public groups; collecting and analyzing information on the observations and opinions of key public groups towards the City while maintaining effective relationships. Duties involve high-level strategic marketing campaigns that promote utilities, transportation, recreation/wellness, public safety, economic development, arts/entertainment and community wide initiatives. Oversees the City's government television station, WCOT, as well as educational outreach, graphics, print and digital media analytics, special events and surveys, market research and program development. Work also involves providing technical and policy direction to a professional team, which collects and disseminates information that forms the basis of city wide marketing decisions, strategies and policies. Work is performed under the administrative direction of the Deputy City Manager, and considerable independent judgment, discretion, and initiative are exercised in carrying out the daily operations of the department with efficiency and effectiveness. Advises appointed and elected officials, senior management and staff on matters pertaining to both internal and external community relations. Work is reviewed through reports, observations and results obtained.

ESSENTIAL AND OTHER IMPORTANT DUTIES**Essential Duties**

Plans, directs, supervises, coordinates and instructs the personnel and activities of the Office of Community Relations. Develops, oversees and participates in market research, data analysis and the formation and presentation of marketing plans. Develops and implements a long-term and short-term marketing and community relations strategy, focusing on city services and community needs. Establishes and maintains professional contacts with representatives and the City's key community partners including public and private institutions and major customers. Provides project leadership and analytical support for the development of innovative products, programs and services to help reduce residential and commercial energy and water consumption, while furthering sustainability efforts. Monitors industry related trends and developments. Directs the preparation of the budget of the department and makes procedural and operational recommendations to the Deputy City Manager. Manages marketing partnerships, community sponsorships and special events. Serves as liaison to City departments, and general public, for matters related to community programs. Oversees the development and implementation of comprehensive city wide branding strategies. Makes recommendations and participates in hires, transfers, promotions, grievance adjustments, discharges and discipline of employees. Conducts performance evaluations and recommends approval or denial of merit increases. Performs related work as required.

Other Important Duties

Ensures department compliance with the City's Fair Employment Practices Plan, equal employment opportunity requirements, and related federal and state laws. Schedules and coordinates staff attendance at training and development events. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Thorough knowledge of modern techniques, methods, procedures, principles, and practices of all phases of community services. Thorough knowledge of the operations, technology, and reporting techniques of print media, graphics, as well as use of television and the internet to communicate with customers. Thorough knowledge of the principles of supervision, training and performance evaluation. Thorough knowledge of research methods and techniques, and methods of presentation

and marketing methods. Ability to creatively and effectively draft a variety of documents such as marketing and communication plans, reports, news releases, brochures and speeches. Ability to formulate creative strategy for handling a wide range of marketing issues. Understanding of how to use technology to enhance communication services and outreaches utilizing television and the Internet. Ability to plan, direct, supervise, coordinate, and organize, and community service programs, and activities. Ability to interact effectively with the general public, media, city officials, executives, department directors and other employees. Ability to assign and review the work of subordinates and provide proper instruction in a manner conducive to improve performance. Skill in public speaking, public relations, and strong interpersonal communications. Possesses management style and values, which are consistent with the City of Tallahassee's organizational values. Possesses excellent group process and facilitation skills.

Minimum Training and Experience

Possession of a bachelors degree in marketing, journalism, communications, public relations, business or public administration, or a related field, and eight years progressively responsible professional experience in public relations, communications, journalism, or marketing, five years of which must have been in a supervisory capacity; or an equivalent combination of training and experience.

Established: 07-29-99

Revised: 05-06-04*

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07-12-16

01-23-16

11-28-18

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