



Title: Marketing/Communications Analyst

FLSA STATUS: Exempt from overtime under Fair Labor Standards Act (FLSA).

SUPERVISION RECEIVED AND EXERCISED:

Receives direction from the Office of Communications Director.

This is a non-supervisory job classification.

May require the occasional direction of helpers, assistants, seasonal employees, interns, volunteers or temporary employees.

MINIMUM QUALIFICATIONS:

- **Education:** Bachelor's degree in public relations, marketing, business administration, communication or related field. An equivalent combination of education and experience may be substituted for education requirement.
- **Experience:** Minimum of three years marketing, public relations, communications or related experience. Requires a working knowledge of specialized practices, equipment, and procedures.
- **Licenses/Certifications/Special Requirements:**
 - Requires proficiency in MS Excel, Outlook, PowerPoint, and Word
 - Additional applications: OnBase, PeopleSoft, GIS, Media Server Interface

PREFERRED/DESIRABLE QUALIFICATION(S):

- Experience in a municipal or government setting
- Bachelor's degree in Marketing or related field is preferred
- Basic knowledge of Adobe Create Cloud Suite (Photoshop, Illustrator)
- Professional writing experience
- Experience working with confidential information

JOB SUMMARY:

The purpose of this position is to provide the Office of Communications with professional-level support with an emphasis in budget and marketing analytics. In addition, this position will support the web and graphic design areas with technical and creative support. Work is accomplished by conducting independent research studies and making recommendations on complex special projects and problems, developing recommendations and coordinating the budget and fiscal activities of the department, and developing improved systems and procedures, to lower operating costs or increase efficiencies. Work requires the use of initiative and independent judgment while receiving only occasional instruction or assistance as new or unusual situations arise.



City of Peoria

HUMAN RESOURCES

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Uses complex analytical skills to perform extensive research and resolve technical, operational, and procedural problems; conducts and completes studies and surveys, conducts audits; collects and examines data to find areas of opportunities to streamline processes and procedures, improve services, reduce expenses, and to increase efficiencies.
2	Coordinates and prepares fiscal activities and department/division budgets and conducts budget analysis; verifies, balances and reconciles data; researches discrepancies; responds to questions on the budget within the area of responsibility; works with department leadership to develop, track and evaluate performance measurement data.
3	Tracks and monitors projects throughout the department. Assists with ensuring all parties meet agreed deadlines, provide deliverables, and stay within budget. Liaison between parties when coordinating project. Assists with scheduling, reports, and on-site visits throughout the project.
4	Conducts analysis on complex workflow and resource allocations to justify capital requests for inventory, equipment, and projects including funding availability; administers contracts and approves expenditures.
5	Develops, plans, and coordinates all aspects of the Peoria Leadership Institute. Determines program locations and appropriate resources. Monitors allocated budget. Collaborate with other cities and continue to implement best practices. Develop marketing plan for the program. Create and distribute related marketing material.
6	Responsible for writing formal reports, including the monthly department report (City Manager's Report), monthly newsletter (PeoriaNOW), and additional collateral. Assists with the writing and distribution of digital news, both internal and external. Must be knowledgeable of city projects, priorities and issues and be able to develop and implement effective public information.
7	Anticipates new and existing department needs and develops, implements, and tests software and or technology solutions to meet these needs; establishes, modifies, and develops new programs or procedural improvements, databases, internal processes, and queries to analyze data and create efficiencies; provides technical and administration support on these applications and prepares comprehensive manuals for training staff.
8	Assists in representing the department by attending meetings and committees, and by presenting information to staff, departments and management.
9	Provide backup support for other information portals, such as the web and graphic design.



PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with “X” The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.					
Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.		Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

Work environment for this position is indicated below with “X” The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.				
Office	X	Outdoors	Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.		Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers and related software, printers, DVRs, webcams and related conferencing software, projectors, scanner, copy / fax machine, telephone, calculator.

PROTECTIVE EQUIPMENT REQUIRED:

None required.