



## **Title:** Marketing Communications Manager

**FLSA STATUS:** Exempt from overtime under FLSA.

### **SUPERVISION RECEIVED AND EXERCISED:**

Receives direction from the Public Information Director

Exercises direct supervision over administrative support staff

### **MINIMUM QUALIFICATIONS**

- **Education:** Bachelor's degree in or related field or equivalent.
- **Experience:** Seven or more years related experience required. Requires a working knowledge of specialized practices, equipment and procedures.
- **Licenses/Certifications/Special Requirements:** Valid driver's license

### **PREFERRED/DESIRABLE QUALIFICATION(s):**

- Bachelor's degree in Public Relations, Marketing, Journalism or Mass Communications
- Experience in a municipal or government setting
- Previous supervisory experience is preferred
- Considerable experience in all aspects of public, media and community relations.
- Strong media relations and pitching skills
- Strong writing skills for editorial and web purposes.

### **JOB SUMMARY**

The purpose of this position is to manage citizen and employee communication activities for the Office of Communications, mayor and council and city departments. This includes representing the City at community events as a media spokesperson, gathering and channeling information for distribution internally and externally through various communications channels and media relations efforts. In the Director's absence, the Manager will provide staff guidance and be a resource to city senior staff and elected officials.



### **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.

<b>#</b>	<b>Essential Functions</b>
1	Assists the Department Director in the operation of the Department and represents the Director in his/her absence; supervises staff by planning and supervising daily tasks and activities, evaluating assigned activities, coaching for performance improvement and recommending personnel actions. This position is responsible for daily public information tasks and operations. The communications and marketing manager works closely with the digital media manager to strategize and coordinate content.
2	Serves as the City's spokesperson in highly sensitive, complex or emergency situations; Continually explores ways to improve communications within the organization and to all Peoria citizens. Designs, plans and implements strategies and communication plans. Acts as facilitator and coordinator of project teams or task forces.
3	Responsible for writing speeches, correspondence, editorials, and other communication as directed on behalf of Mayor/Council and city departments. Serves as editor of department publications and ensures accuracy of all information about the City. Makes sure all information is presented in a readable, professional and timely manner. Must be knowledgeable of City projects, priorities and issues and be able to develop and implement effective public information and promotional materials and campaigns to address these priorities.
4	Advises other departments on all graphic design and publications activities. Responsible for overseeing internal and external publications, reports, citizen newsletters, brochures, and other related publications.
5	Assists the Director in preparing proposed budgets for each fiscal year and maintaining budgetary control and records/reports within the Department. Performs other assignments such as special reports, surveys, research, committee attendance and correspondence, as needed.
6.	Oversees the Web Administrator. Responsible for managing web content and supports web services.



# City of Peoria

## HUMAN RESOURCES

### PHYSICAL DEMANDS AND WORK ENVIRONMENT:

<b>Physical strength for this position is indicated below with "X"</b>					
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	X	Light	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.

<b>Work Environment for this position is indicated below with "X"</b>				
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, laptop, printers, scanner, copy / fax machine, and related software, and telephone.

**PROTECTIVE EQUIPMENT REQUIRED:** None Required.