



Title: Marketing Manager

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to develop and coordinate marketing plans and strategies and to develop and implement special events. This is accomplished by integrating marketing strategies into the overall marketing plan, managing the division budget, coordinating functions with staff and departments, creating and marketing the city’s brand, overseeing graphic standards, and working with committees, management, departments and outside agencies. Other duties include overseeing the film application process, reviewing budgets, establishing performance objectives, researching trends and speaking at local meetings and events.

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. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) 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.

#	Code	Essential Functions
1	S	Directs the marketing plan and strategies by working with departments, researching demographics, census and travel information, developing and monitoring the budget, developing marketing and communications strategies, and evaluating program effectiveness.
2	S	Acts as liaison to state and local agencies, the media, and organizations by submitting grant applications, attending conferences, increasing city exposure, attending meetings, developing joint projects with other cities, developing expense reports, researching media rates, marketing filming opportunities, negotiating contracts, monitoring performance, and implementing grants.
3	L	Manages special events by participating in budget development, monitoring expenses, reviewing reports, overseeing staff meetings, reviewing and approving contracts, working with vendors, developing performance objectives and attending conferences.
4	S	Oversees visual media development by working with departments on graphic needs, researching materials, managing the photo library, and evaluating technical considerations.
5	S	Reports on activities by preparing special event reports, managing budget activities, and presenting information to elected officials and management.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Over three years up to and including five years experience.
Supervision	Work requires supervising and monitoring performance for a regular group of employees or division within a department including providing input on hiring/disciplinary actions and work objectives/ effectiveness, performance evaluations, and realigning work as needed. A first line supervisor typically performs these functions.
Human Collaboration Skills	Decisions regarding implementation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.
Freedom to Act	The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has moderate fiscal responsibility. Makes recommendations toward fiscal decisions within the department. May be responsible for the billing, collection and/or accounting of funds. May be responsible for the handling and balancing of cash.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Intermediate - Ability to write reports, prepare business letters, expositions, and summaries with proper format, punctuation, spelling, and grammar, using all parts of speech. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Valid driver's license



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
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.	X	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.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
--	--	--	--	--

Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	O	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	C	Desk work, meetings, driving
Walking	O	To other departments/offices, around work site
Lifting	R	Supplies, files
Carrying	R	Supplies, files
Pushing/Pulling	R	File drawers, tables and chairs
Reaching	R	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	F	Computer keyboard, telephone keypad, calculator
Kneeling	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	N	
Bending	R	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	O	From computer to telephone, getting inside vehicle
Climbing	R	Stairs
Balancing	R	On ladders, on step stools
Vision	C	Reading, computer screen, driving, observing work site
Hearing	C	Communicating via telephone/radio, to co-workers/public
Talking	C	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software, vehicle, camera

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
--------------------------	------------------------	--------------------------	--------------------	-------------------

D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
-------------------	--	---	------------------------	-------------------

-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	S
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	S
Physical Hazards	N

(1) N/A

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
---	---	---	-----------------------------------

-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 2 below)	N

(2) N/A

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3)N/A

