

CITY OF CORAL SPRINGS

Classification Description

CLASSIFICATION TITLE: Director of Communications & Marketing
FUNCTIONAL AREA: Communications & Marketing Department

WORK OBJECTIVE:

Under executive direction, the purpose of the position is to administer the planning, organization and direction of the City's communications and marketing programs, activities and special projects. Employees in this job classification perform at senior management level to guide and evolve departmental activities to conceptualize, develop and execute long-term strategic marketing and communications opportunities including management of hands on production for City TV station, website and various publications. Work includes training and developing departmental personnel. Employee is responsible for maintaining active communication with all levels of executive, departmental and field management, coordinators, media, vendors and advertising agencies to clearly relay departmental objectives and ensure work is directed toward attaining City goals and objectives.

ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Plans, organizes and implements departmental goals and objectives of City communications and marketing activities, programs and special projects, including City TV station and website; coordinates and integrates all activities toward achievement of established City goals and objectives; develops and implements departmental policies and procedures.
- Directs activities to conceptualize, develop and execute long-term strategic communications and marketing opportunities to inform the general public of various programs, special events and activities of the City.
- Supervises and evaluates departmental personnel; provides direction and training opportunities to develop departmental personnel.
- Develops, implements and controls departmental budget; ensures all functions and programs under charge are performed within established budgetary parameters, to include performing cost control activities, monitoring revenues and expenditures, and ensuring sound fiscal control.
- Investigates alternative sources of revenue and business building opportunities.
- Administers meetings to relay departmental objectives and ensure work is directed toward attaining City goals.
- Directs, monitors and evaluates media planning, development and implementation, e.g., web development, television, radio, newspaper print, magazine coverage, brochures, signage.
- Responds to communications and marketing requests and inquiries from executive personnel.

Director of Communications & Marketing

- Provides hands on writing, design, photography and television skills, as well as handles media relations, advertising and media buying and strategic marketing campaigns.

MINIMUM QUALIFICATIONS:

Education / Certifications / Experience –

Bachelor's Degree in Marketing, Communications or related field; supplemented by five (5) to seven (7) years progressively responsible supervisory/management experience in regional marketing, communications and promotional planning, organization and development; or an equivalent combination of education, training, and experience.

Knowledge, Skills, & Abilities –

Thorough knowledge of all functions relevant to the principals and techniques of communications, marketing and promotions activities.

Ability to understand, follow and direct written and oral instructions.

Ability to read, update, analyze and maintain various records and files.

Ability to access, operate and maintain various software applications.

Ability to clearly communicate information both verbally and in writing.

Ability to operate basic office equipment, e.g., computer terminals, printers, copy machines, telephone systems, facsimile machines.

Ability to establish and maintain effective working relationships with departmental personnel, supervisors, marketing/communications vendors and the general public.

Ability to effectively supervise a staff comprised of entry and journey level professionals engaged in carrying out departmental functions.

Skill in the operation of various photography and videography equipment.

Skill in the utilization of various specialized programs and software for the development of communications and marketing materials, e.g., Quark, Photoshop, Groupwise, Acrobat Distiller, AS400, PowerPoint, Fireworks, Image Ready, Dream Weaver, I-Movie, I-DVD, Media 100, Flash, Final Cut Pro, Studio DVD.

Skill in the principals of business English and spelling.

PHYSICAL REQUIREMENTS:

Tasks involve the intermittent performance of physically demanding work, typically involving some combination of reaching, bending, stooping, kneeling, or crouching, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds). Tasks may involve the pushing, and/or pulling of extremely heavy objects (150+ pounds).

ENVIRONMENTAL REQUIREMENTS:

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors, e.g., dust, cleaning chemicals/fumes, mild temperature variations. Some tasks are performed in outdoor environments. Due to the nature and location of the work environment, tasks include potential for intermittent exposure to disagreeable elements, e.g., heat, humidity, inclement weather.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.