



CITY OF MARGATE JOB DESCRIPTION, 2014

JOB TITLE: COMMUNICATIONS & MARKETING COORDINATOR

GENERAL STATEMENT OF JOB

The purpose of this position is to develop, implement, and administer the City's public information/relations, outreach, marketing, and communications programs. This position will serve as the City's Public Information Officer and assist with outreach, marketing, and communication programs for the Margate Community Redevelopment Agency (CRA). Work involves researching, planning, developing, and supervising the implementation of marketing, communications, and public information plans; writing and producing media communications; and providing quality assurance in accordance with the City's and CRA's branding and best practices. Work is performed independently, with review and supervision by the Assistant to the City Manager.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Establishes and maintains positive relationships with members of the media. Develops responses to media inquiries with accuracy, timeliness, and in line with the City's and CRA's message. Utilizes media proactivity to distribute City and CRA information in an effective way.

Supports City departments in developing appropriate media responses and strategies, and represents the City as spokesperson in public information matters and highly-sensitive matters; coordinates public information for disasters and emergencies with appropriate public safety staff. Provides media training and advises departments when faced with media opportunities or challenges.

Provides support to the Margate Community Redevelopment Agency (CRA) for outreach, marketing, and communication programs.

Utilizes various integrated channels of communication to maximize the distribution of information to all audiences of the City, including but not limited to, online web pages, websites, e-newsletters, emails, and social media methods; printed brochures, posters, fliers, newsletters and booklets; direct mail; print, TV, and online advertising; video and TV broadcast; live presentations, speeches, and appearances.

In cooperation with the Information Technology Department, reviews and approves content and message direction of the City's website, and provides support for departmental web authors.

In cooperation with the City Clerk's Office, maintains and approves content on the City's local access cable channel.

Leverages distribution methods across departments, and partners with other groups and agencies to maximize distribution reach.

Coordinates messages across departments to ensure timely, consistent responses and information. Acts as steward for City's and CRA's identity and message in accordance with the City's and CRA's Brand Manual, ensuring consistency of execution and integrity of the City's and CRA's brand.

Creates and manages communications and marketing plans, including a city-wide emergency/non-emergency communication/media plan.

Reviews and edits, as appropriate, the communications work of other agencies, including news releases, publications and websites.

Develops and maintains relationships with community and neighborhood groups, residents, and other agencies and organizations by providing education and information on City matters. Provides City information proactively, presents information at meetings, and partners with groups to provide and exchange information. Responds to resident and community group concerns or inputs on City matters, and provides information as follow-up to those residents and groups. Assists in outreach and promotion of the City's and CRA's brand to businesses and community organizations.

Maintains awareness of community/area issues in order to identify and address potential situations.

Acts as a central marketing and communications liaison supporting all City departments' information creation needs. Develops visual and written communications, including but not limited to printed materials and collateral, letters and mailings, newsletters, articles, signage, websites, presentations, videos, social media, and multi-media materials.

Develops and maintains the City's portfolio of information and publications, and the City's master calendar of events and activities.

Assists in marketing City-sponsored and CRA-sponsored events.

Conducts market research studies to determine residents' needs, and analyzes research data and trends to make recommendations for action. Coordinates and conducts focus groups or community input sessions to understand issues and develop consensus.

Assists in the implementation of annual surveys for benchmarking.

Works in coordination and conjunction with designated public information officials of other City Departments as directed.

ADDITIONAL JOB FUNCTIONS

Performs tasks and assignments as directed by the City Manager.

Performs Emergency Response tasks and assignments as directed by the City Emergency Response Director or authorized Emergency Response subordinate.

MINIMUM TRAINING AND EXPERIENCE

Must possess a Bachelor's degree in Business Administration, Public Administration, Journalism, Communications, Mass Communications, Marketing, or related field; supplemented by a minimum of five (5) years previous related experience, preferably with a governmental agency. Must have extensive knowledge of the workings of the media, and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media. Computer graphics design experience, and experience managing and directing creative projects preferred. Broad range of writing ability required, from advertising copy to technical articles. Knowledge of electronic communications, including web publishing, electronic newsletters, social media, and other online communications a must. Computer proficiency in the Microsoft Office Suite is required, with proficiency in MS Publisher or similar software being preferred.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Tasks involve some walking, standing; some lifting and carrying objects of light to moderate to weight (5-15 pounds).

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, or composite characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving oral instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of materials relevant to government, legal, and City administration operations that range from moderate to complex levels.

Intelligence: Requires the ability to analyze and interpret problems, and draw valid conclusions in program coordination development.

Verbal Aptitude: Must communicate efficiently and effectively in standard English. Must consistently demonstrate the ability to speak with poise, confidence, and voice control.

Numerical Aptitude: Requires the ability to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various types of information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in handling, sorting, and filing documents.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors or shades of color.

Interpersonal Temperament: Requires the ability to deal with people from a variety of departments and the public in both giving and receiving instructions. Must consistently demonstrate an ability to perform under stress.

Environmental Requirements: Tasks are performed with infrequent exposure to adverse environmental conditions.

KNOWLEDGE, SKILLS, AND ABILITIES

Has excellent organizational, oral, and written communications skills, and the ability to work with individuals both internal and external to the City.

Is able to plan, schedule, and coordinate projects and programs.

Has considerable knowledge of journalistic principles and practices, and the techniques of researching, composing, and editing publicity material.

Has knowledge of current communications channels, including traditional and modern media, including social media, and a working knowledge of the technology supporting them.

Has knowledge of design, website guidelines and standards, and communication industry best practices, as well as the ability to perform the basic functions of website content management systems.

Is able to write and assemble interesting and informative articles, news releases, and other publicity messages and materials.

Is able to maintain awareness of current events that may impact implementation of City policies and public information programs.

Is able to work independently, plan, organize, and execute assignments with minimum supervision.

Is able to organize, plan, and implement multiple, time-sensitive assignments, including acting as a project team leader.

Is able to establish and maintain effective working relationships with the general public, coworkers, and elected and appointed officials.

SALARY AND BEFEFITS

Competitive starting salary \$59,536. Excellent benefits. The City of Margate is a participant in the Florida Retirement System and is an Equal Opportunity Employer.

HOW TO APPLY

Employment applications are available in Human Resources or may be down loaded from our web site, www.margatefl.com. Completed applications must be submitted to Human Resources, Margate City Hall, 5790 Margate Blvd., Margate, not later than 6:00 PM, Thursday, September 18, 2014.