



JOB DESCRIPTION

MARKETING MANAGER

DEFINITION

At the direction and supervision of Economic Development Director, coordinates the planning, design and implementation of the City's marketing, hotel promotion and tourism programs to enhance the image and economic well-being of the City through e-marketing, advertising, website management, special events, public relations and community relations. Provides administrative support to Economic Development Department for tourism and economic development activities as needed.

CLASS CHARACTERISTICS

This classification is characterized by varied complex tasks normally performed with a relatively high level of independence, minimal direction and the use of initiative and independent judgment.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

1. Develops, implements and coordinates a comprehensive marketing and public relations program for the City's marketing, hotel promotion and tourism efforts. Prepares necessary budget to implement program for submission to Director of Economic Development.
2. Develops and maintains effective working relationships with hotels, businesses, news media and outside organizations such as the Convention and Visitors Authority and Chamber of Commerce to market the City as a destination for general leisure, conventions, conferences, exhibitions, meetings, and special events. May require some limited travel for attendance at various conferences and/or sales missions.
3. Advises and assists City officials, employees and commissions on effective methods of marketing and preparation and dissemination of marketing materials. Analyzes marketing return on investments of online/print advertising, sponsorship of special events and sales missions.
4. Receives, evaluates and processes requests for sponsorships, advertisements and marketing opportunities. Makes recommendations to Economic Development Director and marketing/tourism committees as appropriate.
5. Coordinates with Public Information Officer to further develop City website(s) and other communication avenues for tourism and to maintain appropriate use of City logos, symbols and graphic identity by staff and the public. Works with City's marketing/tourism committees to establish and coordinate brand, mission statement, or promotional statements.
6. Working in coordination with the Public Information Officer, prepares a wide variety of marketing, tourism and public relations pieces, including advertisements, banners, brochures, scripts, photos, videos and similar projects; prepares and gives speeches to government and business organizations as appropriate. Submits City projects for various awards and recognition of marketing and tourism programs and publications.
7. Prepares requests for services to be provided through consultants; evaluates and recommends consultants to be considered by the Director of Economic Development or the City Manager. Coordinates/administers services agreements with designers, printers, photographers, advertisers, caterers, and other outside service providers for required tourism and marketing programs as necessary, requiring independent judgment and supervisory skills; purchases advertising and sponsorships after consultation with management staff.



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8. Plans and coordinates community meetings, special events and projects. Represents City during planning and implementation of select community events and at public and business gatherings. Attends meetings and conferences to present proposals and concepts. Serves as source of City marketing and tourism information for businesses, civic groups, as well as community associations, such as the Convention and Visitors Authority, Chamber of Commerce, Restaurant Association and the like.
9. Provides administrative support for Economic Development Department as needed. Gathers and assembles background information and materials which require the use of independence and discretion; researches and compiles data for special projects and publications; responds to public inquiries.
10. In cooperation with the Public Information Officer, coordinates b-roll and video making projects for the City and maintains a library of available marketing pieces, DVDs and the like for market and tourism programs.
11. Orders and maintains promotional and marketing materials for use in City business such as special events, expos, meetings, etc.
12. Without additional compensation, employee shall perform such additional acts or duties as the City Manager shall assign.

QUALIFICATIONS/GUIDELINES

Education and/or Experience: Must have a minimum three years experience in marketing, economic development, public relations and communications or related government experience and a bachelor's degree from an accredited college with major course work in marketing, advertising, journalism, public relations, communications or a closely related field.

Knowledge, Skills and Abilities: Extensive knowledge of principles and practices of marketing, public relations, advertising and sales in addition to the hospitality industry, events planning, conference and exhibition planning and sporting events (i.e. golf and tennis). Working knowledge of office methods, procedures and techniques, report writing and correct English usage. Working knowledge of the administrative structure of municipal government; the functions and operations of an executive/administrative office; data collection and analysis techniques; modern office methods and equipment, principles, techniques, tools and materials used in the production of graphics, camera-ready art, displays, design, layout, editing and printing techniques, computer graphics, current design software, camera-ready art, displays, and presentations. Skill in the operation of word processing with MICROSOFT WORD, POWERPOINT AND PUBLISHER, and a variety of knowledge and skill in the utilization of additional computer software programs and Internet-based programs is highly desirable. Ability to work under pressure and handle deadlines; produce materials subject to intense scrutiny by the public and media; learn, interpret and apply laws, rules and regulations with respect to particular assignments and public relations techniques; take responsibility and use good judgment in recognizing scope and authority; develop and compose reports and correspondence independently; communicate effectively; meet the public in situations requiring diplomacy, tact and poise; have knowledge of all departmental functions in order to refer the public to appropriate parties; understand and carry out complex written and/or verbal directions; use correct English grammar, punctuation and spelling; establish and maintain effective working relationships.

NECESSARY SPECIAL REQUIREMENT

Possession of or ability to obtain a valid California driver's license and good driving record.

ESSENTIAL ELEMENTS



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Physical Demands: Sitting, standing, walking, reaching, grasping, lifting, manual dexterity, clear speech-complex, clear-seeing, and driving (car).

Stress Factors: Ability to interpret and explain actions to the press, public and City Council.

Work Environment: Considerable work with the press, business representatives, public and staff; verbal contact, face-to-face and telephone.

Mental Requirements: Reading complex, writing complex, perception/comprehension and judgment.

Equipment: Computers, keyboards, telephone system, photocopiers, facsimile machines, typewriters, and various computer printers, digital cameras, various projectors and audio visual equipment.