

## **MARKETING/PR DIRECTOR**

### **DEFINITION**

Plans, organizes, manages and provides administrative direction and oversight for and participates in all marketing, branding, public relations and related functions and activities, which include creating advertising and media programs, developing marketing plans and programs, managing the City's brand standards, planning and attending sales missions, analyzing market trends and customer needs, directing design and contents of City website and TV channel and planning special events; provides expert professional assistance to City management staff in areas of Marketing and Public Relations; fosters cooperative working relationships with outside agencies; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Administrative direction is given by the City Manager. Provides general supervision to administrative staff.

### **CLASS CHARACTERISTICS**

This department head classification oversees, directs and participates in all activities of the Marketing, Branding and Public Relations Department, including the advertising and sales functions. The work involves both the oversight of functions and activities and performance of planning events, coordinating programs and other day-to-day functions. Successful performance of the work requires the ability to develop, oversee and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering City goals and objectives within general policy guidelines.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Develops, directs and coordinates the implementation of goals, objectives, policies, procedures and work standards for the Marketing, Brand Management and the Public Relations Department; prepares and administers the department's budget.
- Responsible for overseeing Brand Strategy, Strategic Marketing, Co-op and Golf/Tennis Marketing. Promotes and advertises a wide range of City sponsored and community events; develop promotional programs; coordinate activities with other City departments, community groups, outside agencies, outside consultants, and vendors.
- Plans and creates press kit, and collateral information for Golf, Tennis, City Marketing and new shopping dining developments.
- Oversee the City destination resort/tourism website and e-gov site; oversees website subcontractor and keeps abreast of the latest technologies in web marketing.
- Coordinate with subcontractors, including designers, copywriters, printers, and photographers, including a major contract for advertising services; assist in preparing and

negotiating contracts for assigned program area; monitor compliance with applicable contractual agreements; recommend modifications as appropriate.

- Serve as staff liaison to the Marketing Committee and /or serve on a variety of committee/commission meetings, and special events committees as assigned.
- Manage photographic and video graphic work for City-sponsored programs, events, and services; maintain a videotape library, and up-to-date list of all local media representative; maintain online photography archive system.
- Plans, organizes, administers, reviews and evaluates the work of office support staff.
- Provides for the selection, training, professional development and work evaluation of department staff; authorizes discipline as required; provides policy guidance and interpretation to staff.
- Contributes to the overall quality of the department's service by developing, reviewing and implementing policies and procedures to meet City needs.
- Develops, directs and coordinates the implementation of marketing, public relations, advertising and sales plans and programs to enhance the image and economic well-being of the City.
- Collaborates with hotel and golf course representatives to market the City as a destination for conventions, conferences, exhibitions, meetings, special events and general leisure, especially golfing.
- Plans, organizes and coordinates large sales events, including location, invitations, accommodation, menus, catering and special gifts.
- Prepares and directs the preparation of a variety of written correspondence, reports, procedures, press releases, media alerts and other written materials.
- Directs, reviews and edits the design and contents of the City website, the Golf website, TV channel and newsletter.
- Maintains and directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations and technology that may affect departmental operations; implements policy and procedural changes as required.
- Provides technical advice to City management, the City Council, the Marketing Committee and the Golf Committee in City marketing and public relations matters.
- Coordinates the department's activities with other City departments and other agencies.
- Responds to the most difficult media and citizen requests for information.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of marketing, public relations, advertising and sales.
- Principles and practices of the hospitality industry, events planning, conference and exhibition planning and golfing.
- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.
- Applicable policies, procedures and regulations.
- Techniques for effectively representing the City in contacts with outside agencies, community groups and various business, professional and corporate organizations.
- Techniques for dealing effectively with the public, vendors, contractors and City staff, in person and over the telephone.

**Skill in:**

- Planning, organizing, administering, coordinating, reviewing, evaluating and personally participating in a comprehensive marketing and public relations program.
- Overseeing the planning, development and implementation of advertising, sales and media campaigns.
- Attracting, influencing, convincing and negotiating with prospective customers, such as hotel guests, corporate clients and other managerial personnel.
- Maintaining accurate records and preparing clear and accurate reports for informational and operational use.
- Administering programs and the work of office support staff.
- Providing for the selection, motivation and work evaluation of staff.
- Providing for the training and professional development of staff.
- Developing and implementing goals, objectives, policies, procedures and work standards for the department.
- Interpreting, applying and explaining complex policies, procedures and regulations.
- Effectively representing the department and the City in meetings with outside agencies, contractors, vendors and various business, professional and corporate organizations.
- Preparing clear and concise reports, correspondence, policies, procedures and other written materials.
- Making accurate arithmetic, financial and statistical computations.
- Using English effectively to communicate in person, over the telephone and in writing.
- Using tact, initiative, prudence and independent judgment within general policies and guidelines.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.
- Providing exceptional customer service to coworkers, internal customers and the public.

**Education and Experience:**

Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from a four-year college or university with major course work in marketing, public relations, advertising, business or public administration or a field related to the work and five years of supervisory or administrative experience in designing, developing and implementing marketing, public relations, advertising and/or sales programs. Possession of a Master's Degree in a field noted above is highly desirable and may be substituted for one year of the required experience.

**License:**

Must possess and maintain a valid California class C driver's license and have a satisfactory driving record.

**Physical Demands:**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone.

## **MARKETING ASSOCIATE**

### **DEFINITION**

Under administrative direction of the Marketing/PR Director, plans, organizes, and manages the marketing, public relations and related functions and activities, which include creating advertising and media programs, developing marketing plans and programs, planning and attending sales missions, analyzing market trends and customer needs, directing design and contents of City website and TV channel and planning special events.

### **SUPERVISION RECEIVED AND EXERCISED**

Administrative direction is given by the Marketing/PR Director. Some direct supervision of staff is exercised.

### **CLASS CHARACTERISTICS**

This is a journey-level class in the Marketing /PR Department and will participate in all activities of the Marketing and Public Relations Department, including the advertising and sales functions. General supervision is received from the Director; the work involves all marketing functions including planning events, coordinating programs and other day-to-day functions. Successful performance of the work requires the ability to develop, oversee and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and agencies and managing and overseeing the complex and varied functions of the department.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Participate in the development and implementation of goals, objectives, policies, and priorities for the City's marketing program.
- Assist with sales missions and will work directly with hotel DOS's on special offers for website marketing, will also be responsible for Website maintenance.
- Coordinates with vendors to create coop, e-marketing and residential marketing programs and to create marketing literature in print and on the City website.
- Plans, organizes and coordinates large sales events, including location, invitations, accommodation, menus, catering and special gifts. Will assist in Tennis and Golf event marketing.
- Participate in special projects including complex research of new programs and services, prepare and present reports.
- Will work with Ad Agencies and Media Representatives for producing creative online and print marketing.
- Collect, compile, and analyze complex information from various sources related to assigned programs; prepare reports which present and interpret data, and identify alternatives.
- Stay abreast of new trends and innovations in the fields of marketing and communications.
- Respond on a daily basis to both e-mail and voice mail request for information.
- Explores different geographic and demographic markets to increase sales.
- Develops programs to respond more effectively, efficiently and quickly to customer needs.

- Prepares and directs the preparation of a variety of written correspondence, reports, procedures, press releases, media alerts and other written materials.
- Monitors changes in laws, regulations and technology that may affect departmental operations; implements policy and procedural changes as required.
- Coordinates the department's activities with other City departments and other agencies.
- Responds to the most difficult media and citizen requests for information.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of marketing, public relations, advertising and sales.
- Principles and practices of the hospitality industry, events planning, conference and exhibition planning and golfing.
- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.
- Applicable policies, procedures and regulations.
- Techniques for effectively representing the City in contacts with outside agencies, community groups and various business, professional and corporate organizations.
- Techniques for dealing effectively with the public, vendors, contractors and City staff, in person and over the telephone.

### **Skill in:**

- Planning, organizing, administering, coordinating, reviewing, evaluating and personally participating in a comprehensive marketing and public relations program.
- Overseeing the planning, development and implementation of advertising, sales and media campaigns.
- Attracting, influencing, convincing and negotiating with prospective customers, such as hotel guests, corporate clients and other managerial personnel.
- Maintaining accurate records and preparing clear and accurate reports for informational and operational use.
- Developing and implementing goals, objectives, policies, procedures and work standards for the department.
- Interpreting, applying and explaining complex policies, procedures and regulations.
- Effectively representing the department and the City in meetings with outside agencies, contractors, vendors and various business, professional and corporate organizations.
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Equivalent to graduation from a four-year college or university with major course work in marketing, public relations, advertising, business or public administration or a field related to the work and two years of in designing, developing and implementing marketing, public relations, advertising and/or sales programs. Possession of a Master's Degree in a field noted above is highly desirable and may be substituted for one year of the required experience.

**License:**

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