



## Communications and Marketing Analyst

### ***Purpose of the role:***

Under general direction, performs a wide range of technical and administrative duties in the City Manager's Office in support of the City's public information and marketing activities; plans, organizes and coordinates communication activities and promotes municipal initiatives and special events; evaluates effective civic engagement strategies for City programs; and performs related duties as assigned.

### ***Distinguishing Characteristics:***

The Communications and Marketing Analyst is a professional level classification responsible for: supporting the City's public information and marketing activities including assisting in the development, coordination and implementation of brand marketing and image development for the City; performing specialized duties in developing marketing and promotional materials, website, print collateral and strategic messaging. Incumbent is assigned and expected to be self-directed and complete technical, professional and administrative work on assignments impacting a variety of City departments. Assignments are varied and carried out with considerable judgment and independence.

***The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.***

### ***Essential Duties and Responsibilities:***

- Develop and implement sophisticated marketing projects for City programs and services; assist with the development of website and print collateral and messaging.
- Assist in the development of strategies, goals and tactics for targeted outreach to the general public and specific groups.
- Utilize multi-media, multi-level, and web-based programs and software applications to accomplish marketing plans; utilize multiple databases for all aspects of social media and civic engagement tools.
- Initiate strategies to improve existing programs and projects; provide advice to program and project managers to improve community relations; develop strategies and methods to enhance and encourage public involvement and feedback.
- Monitor and disseminate innovative strategies and practices for supporting community engagement; support linkages between residents, City departments, and community groups.

- Promote and execute advertising, public relations and marketing plans for city events and programs.
- Produce and coordinate program publications, brochures, newsletters, videos, web information, presentations and materials; meet with staff to determine key messages and themes.
- Participate in public and media relations activities; draft and assist others in drafting press releases, public service announcements, and public information materials; draft speeches for assigned staff; organize press conferences.
- Coordinate the use of the City's information booth and Mobile City Hall at community events.
- Participate on various teams and committees; attend public meetings to obtain and disseminate information; serve as liaison to departments on community outreach strategies and develop key messaging.
- Represent the City at public events and present oral reports at meetings with citizens, public and private organizations, staff, City Council members, and the media; provide City tours to the public.
- Engage with individual community leaders and groups via email, phone, in person and via social media on behalf of the City.
- Assist the collaborative effort between the City, Chamber and other community leaders to implement, maintain, and evolve the community's marketing initiative.
- Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of marketing, communications, graphics, design software and public information methods.
- Perform related duties as required.

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

***Desired  
Minimum  
Qualifications:***

Knowledge of:

- Principles, practices and techniques used in marketing and public relations activities.
- Proven civic engagement tools and community building activities.
- Standard and accepted methods of business and creative writing for formats such as speeches, letters, newsletters, press releases, brochure copy, website text.
- Standard and accepted terminology, methods, practices, tools, and techniques used in graphic design, pre-press production and

- color printing.
- Methods, techniques, and tools used for graphic design photography and other visual presentations.
- A variety of electronic and social media.
- Desktop office computer software.
- Standard and accepted English usage, spelling, grammar, punctuation and vocabulary.
- Recent developments, current literature and sources of information related to marketing, communications, media relations, and graphics.
- Pertinent Federal, State and local laws, codes and regulations.

Ability to:

- Identify, plan, organize, and prioritize marketing and communication needs in a diverse municipal government setting.
- Collect relevant information; evaluate realistic options, recommend and implement appropriate course of action.
- Learn new technologies and stay informed, share information by using multiple channels (memos, email, postings, meetings).
- Operate and use modern office equipment including a computer and related software.
- Utilize web-based programs and software applications.
- Establish and maintain filing, record keeping and tracking systems.
- Work under steady pressure with frequent interruptions and a high degree of public contact by phone or in person.
- Work independently in the absence of supervision.
- Understand and follow oral and written instructions.
- Communicate effectively both orally and in writing.
- Make presentations in a clear, concise and positive manner.
- Establish and maintain effective working relationships with those encountered in the course of work including City Manager's Office staff, City Council, Executive Team, City staff, media and the public.
- Perform a range of technical, programmatic and administrative duties involving the use of independent judgment and personal initiative.

**Competencies:**

- Effective Communicator
- Strategic Thinker
- Results Oriented
- Customer Focused
- Problem Solver and Decision Maker
- Planner and Organizer
- Technically Knowledgeable

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Education/Training:**

A bachelor's degree from an accredited college or university with major course work in Public Administration, Marketing, Journalism, or a closely related field.

**Education and  
Experience  
Guidelines:**

**Experience:**

Three years of relevant technical and administrative support experience in program outreach, organizational communications, community relations or related field.

**Licenses; Certificates; Special Requirements:**

A valid Class C California driver's license is required.

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Physical and  
Environmental  
Conditions:**

**Physical:** Sufficient physical ability to work in an office setting; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; lift/drag, and push/pull files, paper, and documents weighing up to 25 pounds; and operate office equipment.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

**Environment:** Standard office setting; interact with City staff, officials and the public.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

*Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.*

Date Adopted: 7/5/03

Date Revised: