

Adopted: December 2015

**Class Title: Chief Marketing Officer**

**BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Provides leadership and vision for all City marketing initiatives. Develops and implements all public relations and marketing related strategies, aligning them with the goals and values of the City. Supervises marketing and public relations staff.

**ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.*

Physical Strength		ESSENTIAL FUNCTIONS
1	S	Develops and implements the City’s marketing plan, aligning it with the City’s core priorities. Plans, directs and maintains effective promotional programs by developing campaigns to highlight City programs and services, developing effective strategies for communicating with the public, planning and staging events and presentations, and developing marketing materials.
2	S	Coordinates the development of all print/electronic marketing and advertising for city-wide programs and initiatives. Plans, directs and maintains effective promotional programs. Determines the most effective methods in which to reach a large audience.
3	S	Develops and manages public relations strategies to enhance the image and reputation of the City. Manages media relations.
4	S	Represents the City's interests by participating on various boards and organizations, remaining current on key issues, seeking feedback, and presenting thoughts and ideas. Serves as the face of various City initiatives and their communications.
5	S	Acts as a liaison between the City and the external entities who transmit the City’s marketing and public relations communications.
6	S	Acts as a part of the City’s executive team, helping the City Manager create, and implement citywide strategies and initiatives.
7	S	Responds to inquiries, oversees special projects, and other special duties as requested by City Leadership.

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**CLASS REQUIREMENTS:**

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Formal Education / Knowledge	Work requires a professional level of knowledge equivalent to that which is acquired through a Bachelor’s degree, Master’s degree preferred; or an equivalent combination of training and experience.
Experience	Five (5) years’ experience working in a related discipline, with three (3) years being in a management role. Previous executive level management preferred.
Certifications and Other Requirements	N/A
Reading	Work requires the ability to read general correspondence, newsletters, citizen letters, and manuals.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division, as well as basic algebraic and basic financial calculations.
Writing	Work requires the ability to write general and technical reports, letters, and correspondence on behalf of the City at its constituents.
Managerial	Managerial responsibilities include coordinating high visibility projects, preparing agendas, and occasionally representing City Management during meetings and conferences.
Budget Responsibility	Responsible for final approval of recommendations to the City Manager, monitors progress toward objectives and adjusts plans as necessary to reach them.
Supervisory / Organizational Control	Work requires managing and monitoring work performance by directing staff, evaluating objectives and effectiveness of staff, establishing goals and priorities, and aligning work and assignments as necessary.
Complexity	Work is of a broad scope dealing with highly complex concepts and issues of great importance. Highly important policies, procedures or precedents are approved or rejected by individuals in this classification.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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*This is a description of the way the job is currently performed; it does not address the potential for accommodation.*

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Copier, fax machine, presentations
Sitting	F	Computer, desk work, meetings, driving
Walking	F	Inter-office, to/from meetings, offsite
Lifting	O	Office supplies, records, reports
Carrying	O	Office supplies, records, reports
Pushing/Pulling	O	File cabinet drawers, chairs
Reaching	F	Office supplies, reports, telephone
Handling	F	Office supplies, records, reports
Fine Dexterity	F	Computer keyboard, calculator, writing, telephone keypad
Kneeling	R	Filing in cabinet drawers
Crouching	R	Filing in cabinet drawers
Crawling	N	Filing in cabinet drawers
Bending	O	Picking up supplies
Twisting	O	To/from computer, desk, and telephone
Climbing	O	Stairs
Balancing	O	On stairs
Vision	C	Computer monitor, reading, writing, supervision of staff, driving
Hearing	C	Communicating with personnel and general public
Talking	F	Communicating with personnel and general public
Foot Controls	O	Driving
Other (specify)	N	

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**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Telephone, calculator, pager, copy machine, fax machine, general office supplies, computer, printer, standard Microsoft Windows and Office software.

**ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	D
Chemical Hazards	N	Extreme Temperatures	S
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	S
Explosives	N	Wetness/Humidity	S
Communicable Diseases	N	Darkness or Poor Lighting	S
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- ( 1 )
- ( 2 )

**PROTECTIVE EQUIPMENT REQUIRED:**

None

**NON-PHYSICAL DEMANDS:**

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	C
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 3 below)	N

- (3)