



## Job Description

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<b>Position Title:</b>	Director of Communications & Marketing
<b>Classification:</b>	Director
<b>Salary Range:</b>	Director
<b>Department:</b>	Communications & Marketing
<b>Prepared Date:</b>	February 15, 2019
<b>Employment Status:</b>	At-Will
<b>Position Reports To:</b>	Executive Director
<b>Positions Supervised:</b>	Employees assigned to the Communications & Marketing Department
<b>Judgment Exercised:</b>	Extensive and significant
<b>Overtime Status:</b>	Exempt

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### Position Summary

Provides leadership and management for the League of California Cities communications, marketing, website, social media and visual design functions. Responsible for leading all communications and marketing efforts that include, but are not limited to:

- Developing and implementing a long-term marketing & communication vision.
- Directing and implementing the organization's web strategy.
- Serving as web administrator for the League's digital properties.
- Implementing and managing systems and procedures to insure professional-grade digital products and services that meet the organization's strategic goals.
- Managing external vendors.
- Developing messaging and channel strategy.
- Serving as the League's primary brand manager.
- Managing the coordination of internal and external public relations and marketing campaigns, promotional plans, and member engagement efforts.
- Interfacing daily with various stakeholders and constituents, including senior leadership, board members, and elected leaders.
- Coordinates with the other functions of the League at strategic and tactical levels.

Responsible for confidential corporate information, including strategic plans, financial information, risk management situations, and employee information. Serves on the Senior Executive Team.

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## Essential Duties and Responsibilities

Reasonable accommodations may be to enable individuals with disabilities to perform the essential functions.

### Communications and Marketing

1. Responsible for creating, implementing and measuring the success of a comprehensive marketing, digital engagement and innovative communications program that will enhance the image and position of the League and facilitate internal and external communications.
2. Oversees marketing strategy and execution, including identification of marketing objectives, selection of target audiences, development of creative messaging, choice of the media mix, and measurement of results.
3. Ensure articulation of the League's desired image and position, assure consistent communication of image and position throughout local government, and assure communication of image and position to all constituencies, both internal and external.
4. Works with the team to develop digital engagement, communications and marketing strategies and plans that execute on League organizational priorities. Work covers public relations, media relations, social media, member communications, digital campaigns, and advocacy campaigns.
5. Drafts and reviews League's external messages and collateral, including press releases, attributed quotes, event scripts, talking points, prepared remarks, social media posts, marketing collateral, website content and other communications and marketing materials. Ensures that League content is concise, clear, compelling and on-message.
6. Coordinate media interest in the League and ensure regular contact with target media and appropriate response to media requests.
7. Act as the League's representative with the media and ensure appropriate response to media requests.
8. Develop and manage media partnerships and strategic industry relationships.
9. Spearhead website redesign with a focus on content management, accessibility, efficient site navigation and functionality.
10. Responsible for editorial direction, design, production and distribution of all publications, including Western City magazine.
11. Develop, coordinate and oversee programs, technical assistance and resource materials to assist various departments in the marketing, communications and positioning of their activities.
12. Provide counsel to various departments on marketing and communications.
13. Leads special projects as assigned, such as cause-related marketing, re-branding/logo development and special events.

### Planning and budgeting

1. Responsible for the achievement of marketing/communications mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Director.
2. Develop short- and long-term plans and budgets for the digital engagement/marketing/communications program and its activities, monitor progress, assure adherence and evaluate performance.
3. Recommend short- and long-term goals and objectives to the Executive Director.
4. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications function.
5. Keep informed of developments in the fields of marketing and communications, and local government. Use this information to support our members and help the League operate with initiative and innovation.

### Organizational strategy

1. Work with various staff to develop and maintain a strategic perspective -- based on member needs and satisfaction -- in organizational direction, program and services, decision-making; and ensure the overall health and vitality of the League.
2. Develop and coordinate means to seek regular input from the League's key constituencies regarding the quality of programs and services.
3. Help formulate and administer policies to ensure the integrity of the League.
4. Act as an internal consultant to bring attention and solutions to institutional priorities.

### Managing

1. Provides direction, guidance and support to bring out the best from a diverse team of staff operating under tight deadlines and often-changing priorities.
2. Maintain a climate that attracts, retains and motivates top quality personnel.
3. Ensure effective management within the marketing and communications function, with provision for succession.

### General

1. Work beyond the League's normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties and accomplish tasks and goals.
2. Perform other duties as required.

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## **Job Qualifications**

### **Knowledge/Skills:**

- Demonstrated skills, knowledge and experience in the design and execution of marketing and communications activities.
- Strong creative, strategic, analytical and organizational skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
- Computer literacy in word processing and page layout including experience with Adobe Creative Suites, MS Office products and other general-purpose tools (Acrobat, multiple Internet browsers, etc.).
- Commitment to working with shared leadership and in cross-functional teams.
- Ability to blend attractive design and high functionality in all projects.
- Excellent oral and written communications skills, including the ability to articulate complex messages to a diverse constituency.
- Ability to work independently and responsibly while managing numerous projects simultaneously.
- Exceptional interpersonal and management skills to interact with executive management, staff, members, vendors and cross-functional teams.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Capability to identify and organize departmental and organizational priorities.

- Travel as needed to perform duties and advance organization goals and objectives.
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### **Experience and Training**

A Bachelor's degree in journalism, marketing, public relations or related field. Graduate degree in a related field is desirable. Minimum ten years progressively responsible experience with demonstrated success in communications, marketing, media relations, public affairs, web strategy, site administration, website administration and technical support or a combination of education and experience which provides the required knowledge, skills, and abilities. Expert knowledge of brand management, optimization strategy, technical project planning and implementation. Some direct connection to local government and knowledge of California media markets preferred.

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### **Physical Demands and Work Environment**

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Regular automobile and airline travel required in normal course of job performance.

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### **Equipment Used**

Computer, keyboard, mouse	Copier	Scanner
Fax machine	Telephone	Smart Phone
Automobile	Current office applications	

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