



# City of Tempe

## COMMUNICATION & MARKETING DIRECTOR

### JOB CLASSIFICATION INFORMATION

|  |                |                                |                                    |
|--|----------------|--------------------------------|------------------------------------|
| <i>Job Code:</i>                       | 010            | <i>Department / Office:</i>    | Communication & Marketing          |
| <i>Supervision Level:</i>              | Director       | <i>State Retirement Group:</i> | ASRS                               |
| <i>Status:</i>                         | Unclassified** | <i>Market Group:</i>           | Communication & Marketing Director |
| <i>Safety Sensitive / Drug Screen:</i> | No             | <i>Physical:</i>               | No                                 |

Click [here](#) for more job classification information including current salary range.

**\*\*This position is unclassified, which means the employee or the City can terminate the employment relationship at any time, for any or no reason, with or without cause or notice.**

### REPORTING RELATIONSHIPS

Reports directly to the Deputy City Manager. Exercises direct supervision over professional and technical staff.

### MINIMUM QUALIFICATIONS

|                    |  |
|--------------------|--|
| <i>Experience:</i> | Eight (8) years of public relations or public information program development experience including three (3) years of supervisory responsibility directly related to the core functions of this position. Bilingual (Spanish/English) language skills are preferred. |
| <i>Education:</i>  | Bachelor’s degree from an accredited college or university with major course work in business or public administration, journalism, marketing or a degree related to the core functions of this position. Master’s degree is preferred.                              |

### ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the City’s stated mission, vision, and values. To plan, organize and administer the activities and operations of the Communication and Marketing Office. The Director oversees the following areas: public information, public relations, websites, graphic design, marketing, audio and video production services, digital communication and Tempe Channel 11. In addition, this position coordinates media relations with City divisions and departments and provides highly complex staff assistance to the City Manager and senior management staff as well as provides communication and marketing assistance to the City’s departments and divisions. The Director has a direct

communication and advisory role to the City Council. The position also provides assistance to the Assistant City Manager on a daily and special project basis.

## OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Administer, plan, and direct the activities of the Communication and Marketing Office.
- Supervise and coordinate the City's public information program, including emergency communications; review and prepare news releases; maintain liaison to the local press and media; act as City spokesperson in highly sensitive and/or complex matters; ability to strategically position the city with media during critical situations; participate in ensuring effective public relations; responsible for emergency communications.
- Plan and supervise the City's communications, public relations, public information, graphic design, marketing and video/TV; ensure that all projects comply with the City's Mission and Values and the City's public relations/communications objectives, policies and procedures.
- Develop and review staff reports related to the office's activities, present reports to City management, the City Council, and other commissions, committees, boards and community organizations.
- Prepare the office's budget; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.
- Select, train, motivate and evaluate staff; provide or coordinate staff training; work with employees to correct deficiencies; implement disciplinary procedures; recommend employee terminations. Ensure that office staff contributes to the City's mission, vision and values.
- Provide support and advice to City departments, divisions, senior management, the City Manager and City Council in dealing with sensitive and routine media issues; assist with special projects such as community events, openings of new facilities; prepare complex and sensitive reports; prepare remarks as requested for City Council at public events, and research and write newspaper editorials for City Council as requested; directly inform City Council on a 24-7, on-call basis of pending or existing public relations issues and advise as needed on handling/responding to these issues; prepare messaging points for City Council use in responding to media and public inquiries on sensitive or complex issues.
- Provide pro-active performance planning utilizing performance management tools.
- Perform related duties as assigned.

## COMPETENCIES

| <i>CLASSIFICATION LEVEL</i> | <i>INCLUDES</i> | <i>COMPETENCIES</i>  |
|-----------------------------|-----------------|--|
| Foundational                | All Employees   | Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn |
| Non-Supervisory             | In Addition >   | Teamwork, Customer Service, Initiative, and Dependability / Reliability                              |
| Supervisory                 | In Addition >   | Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others                   |

|  |               |  |
|--|---------------|--|
| Manager  | In Addition > | Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring |
| Deputy Director  | In Addition > | Entrepreneurship and Networking  |
| Director   | In Addition > | Organizational Vision  |
| <p><i>For more information about the City of Tempe's competencies for all classifications:</i><br/> <a href="#">City of Tempe, AZ : Competencies</a></p> |               |  |

| JOB DESCRIPTION HISTORY   |
|---|
| <p><i>Effective December 2001</i><br/> <i>Revised July 2002 (Ranged Changed)</i><br/> <i>Revised July 2004</i><br/> <i>Revised February 2005 (range adjustment)</i><br/> <i>Revised October 2005 (change to duties and training)</i><br/> <i>Revised April 2008 (change to duties)</i><br/> <i>Revised Nov 2010 (removed optional driver's license statement)</i><br/> <i>Revised April 2011 (title change)</i><br/> <i>Revised December 2022 (change to Director, update reporting relationship, minimum quals, essential job functions, and job duties)</i></p> |

## PHYSICAL DEMANDS AND WORK ENVIRONMENT

**Job Title: Communication & Marketing Director**

**Job Code: 010**

| VEHICLE OPERATION                                       | YES | NO |
|---|-----|----|
| Will this position drive a City vehicle?                | X   |    |
| Will this vehicle require a Commercial Drivers License? |     | X  |

|  | Never      | Occas.        | Freq.          | Contin.         |
|--|------------|---------------|----------------|-----------------|
|  | 0% of time | 1-35% of time | 36-65% of time | 66-100% of time |

| WORK WITH OR EXPOSURE TO THE FOLLOWING |   |  |  |   |
|--|---|--|--|---|
| Machinery*                             | X |  |  |   |
| Electrical*                            | X |  |  |   |
| Power Tools*                           | X |  |  |   |
| Hand Tools*                            | X |  |  |   |
| Personal Protective Equipment*         | X |  |  |   |
| Computer Software                      |   |  |  | X |
| Fumes                                  | X |  |  |   |
| Chemicals                              | X |  |  |   |

| ENVIRONMENT                |   |   |  |   |
|----------------------------|---|---|--|---|
| Indoors                    |   |   |  | X |
| Outdoors                   |   | X |  |   |
| Working in or around water | X |   |  |   |
| Extreme Heat               | X |   |  |   |
| Extreme Cold               | X |   |  |   |
| Office Setting             |   |   |  | X |
| Confined Spaces            | X |   |  |   |
| Excessive Noise**          | X |   |  |   |
| Heights                    | X |   |  |   |
| Sewage Exposure            | X |   |  |   |
| Bodily Fluid Exposure      | X |   |  |   |

| ENDURANCE          |  |   |   |   |
|--------------------|--|---|---|---|
| Sit                |  |   |   | X |
| Stationary / Stand |  |   | X |   |
| Traverse / Move    |  | X |   |   |

| VISION REQUIREMENTS  | YES | NO |
|--|-----|----|
| <b>Close</b> (clear vision at 20 inches or less)   | X   |    |
| <b>Distance</b> (clear vision at 20 feet or more)  |     | X  |
| <b>Color</b> (ability to identify and distinguish colors)  | X   |    |
| <b>Depth Perception</b> (three-dimensional vision, ability to judge distances and spatial relationships)                                   |     | X  |
| <b>Peripheral</b> (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point) | X   |    |
| <b>Ability to adjust focus</b> (ability to adjust the eye to bring an object into sharp focus)   | X   |    |
| <b>No Special Vision Requirements</b>  |     | X  |

| Maximum LIFT / CARRY | Lift | Carry |
|----------------------|------|-------|
| 5-25lbs              | X    | X     |
| 26-50lbs             |      |       |
| 51-75lbs             |      |       |
| 76-100lbs            |      |       |

| Maximum PUSH / PULL | Push | Pull |
|---------------------|------|------|
| 5-25lbs             | X    | X    |
| 26-50lbs            |      |      |
| 51-75lbs            |      |      |
| 76-100lbs           |      |      |

| MOVEMENT                | YES | NO |
|-------------------------|-----|----|
| Bend / Stoop / Twist    | X   |    |
| Crouch / Squat          |     | X  |
| Kneel / Crawl           |     | X  |
| Above Shoulder Level    |     | X  |
| Below Shoulder Level    | X   |    |
| Repetitive Arm Use      | X   |    |
| Repetitive Wrist Use    | X   |    |
| Repetitive Hand Use     | X   |    |
| Neck Range of Motion    |     | X  |
| Climb Stairs / Ladders  | X   |    |
| Traverse Uneven Surface | X   |    |
| Traverse Even Surface   | X   |    |

| ADDITIONAL CONSIDERATIONS: |
|----------------------------|
|                            |

| *DEFINITIONS/EXAMPLES   |
|---|
| <b>Machinery:</b> bucket truck, riding mowers, backhoe etc.   |
| <b>Electrical:</b> wiring, outlets, fuses etc.  |
| <b>Power Tools:</b> push mowers, jackhammers, drills, chainsaw etc.   |
| <b>Hand Tools:</b> hammers, wrenches, shovels, wheel barrels, saws etc.                                     |
| <b>Personal Protective Equipment:</b> respirators, Tyvek coveralls, hard hats, fall protection harness etc. |

**\*\* Hearing test is required**