



JOB DESCRIPTION

Marketing and Communications Manager City of Fridley, Minnesota

Date:	June 6, 2018		
Position Title:	Marketing and Communications Manager		
Department/Division:	Administration and Community Services		
Grade:	6	Salary Range:	\$63,107.20 to \$80,558.40 (annual)
FLSA Status:	Exempt		
Position Reports And Is Accountable To:	Director of Community Services and Employee Resources		

ORGANIZATIONAL MISSION:

In 2014, the Fridley City Council adopted the following organizational mission: “We believe in a Fridley that is a safe, vibrant, friendly and stable home for families and businesses.” In addition, City staff committed to the vision by focusing on the core values of being responsive, driven and friendly.

POSITION OBJECTIVE:

Works under the general guidance of the Director of Community Services and Employee Resources to manage the planning and implementation of communications programs promoting (external and internal) the city’s vision, goals, activities and image to citizens, businesses, community organizations and community leaders.

ESSENTIAL JOB FUNCTIONS:

1. Coordinate all aspects of design, graphic design, layout, production and distribution. Collect, compile, design and compose written and image content from other city staff and outside sources, as needed.
2. Write, edit and produce key external communication materials in varied formats using a style that is engaging, concise and appropriate, including regular citywide publications, such as the *City Newsletter*, *Employee Annual Report*, *Activities brochures*, and *E-mail Newsletters*.
3. Design, develop, implement, update and oversee the city’s overall Communication Plan, website and social media policies, general communication and marketing policies and programs, short and long term planning, and overall branding and visual identity for the city.
4. Promote the city’s vision, goals, activities and image to citizens, businesses, community organizations and community leaders.
5. Oversee and advise on the distribution of content via various media and television channels, including press releases, email alerts, web and social media posts, newsletter articles, direct mail, flyers and external websites.
6. Advise on marketing and communication efforts for municipal liquor stores, Springbrook Nature Center, rentals, recreation programs, city events, city programs, public safety programs and activities, and city services.

7. Serve as a communication and marketing consultant, including reviewing messaging content for relevancy and clarity, and providing recommendations for promotional materials to ensure a consistent look, message and marketing methods are applied in all departments.
8. Keep up-to-date on communication trends and technologies, and implements tools that can help broaden the city's communication efforts. Assist with decisions and recommendations regarding communications technology and website re-design.
9. Work with city departments to brainstorm, recommend and assist in coordination of community events, engagement opportunities, and creative approaches.
10. Serve as photographer or image coordinator for key city events, programs and activities.
11. Oversee and manage activities of communications staff, including multimedia efforts to produce programming for use in a variety of television channels, outlets and broadcasts.
12. Oversee contracts and agreements and coordinate work with independent contractors, vendors, consultants related to communications, cable contracts, Fridley Municipal Television and other communication/marketing efforts.
13. Develop and analyze methods for citizen engagement and feedback.
14. Serve as a liaison between the city, employees and outside organizations and participate in meetings, events, and trainings, as needed.
15. Prepare and oversee budget, expenditures, revenue, and Capital Improvement funding for assigned projects and staff.
16. Commute between various facilities, buildings and locations for meetings, events and activities within the city and occasionally throughout the metro area, as needed. It is required to provide reliable transportation and maintain a good driving record.

OTHER JOB FUNCTIONS:

1. Provide support and assistance in other City Manager and Administration functions, including citywide events, meetings, trainings, City Council and Commission activities, elections, community meetings as needed.
2. Other duties as assigned.

MINIMUM QUALIFICATIONS:

1. Four-year degree in public relations, journalism, communications or related field or a combination of two-year degree with required experience.
2. Two to three years' experience in coordinating or management of communications, media relations, marketing and promotions.
3. Two to three years' experience in website and social media coordination, including video production.
4. Proficiency with desktop publishing software, editing and social media programs.

5. Excellent verbal and written communications.
6. Proficiency in MS Office (Word, Excel, Outlook, and PowerPoint) with experience in HRIS systems.
7. Possess a valid driver's license with good driving history.
8. Ability to work flexible work hours that periodically include some evenings and weekends.
9. Demonstrated experience in being creative, self-directed as performed collaboratively with a variety of different groups, levels and agencies.
10. Finalist will be required to successfully complete and pass a thorough criminal background investigation and reference check process along with a preplacement drug test.

DESIRED QUALIFICATIONS:

1. Three to five years' experience producing various multimedia video productions and social media information.
2. Previous experience in promoting and marketing at the municipal government level.
3. Previous experience in overseeing projects, supervision, volunteer coordination, etc.
4. Experience in conducting training, event planning and project management.

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of effective communication and marketing concepts, approaches and techniques, including social media, video production, etc.
2. Knowledge of proper grammar, sentence structure, punctuation, and spelling.
3. Knowledge of the principles and practices of graphic design, desktop publishing and web-based publishing as well as print production.
4. Knowledge of personal computers, video editing machines, cameras, lighting and sound equipment.
5. Knowledge of Microsoft office suite, including Word, Excel, Outlook, Powerpoint, etc.
6. Ability to deal tactfully and positively with the general public, elected officials, businesses, outside agencies, media outlets and city staff.
7. Ability to communicate effectively verbally and in writing, including making presentations and perform training.
8. Ability to manage complex projects, schedules, timelines and meet deadlines.
9. Ability to work independently and prioritize work.
10. Ability to work collaboratively, cooperatively, and positively in a team environment.

11. Ability to handle, discern and maintain confidentiality and propriety information as required and in compliance with policies and directives.
12. Ability to provide excellent customer service, support and consultation to employees, other departments, staff, etc.

NOTICE:

The above job profile does not include all essential and nonessential duties of this job. All employees with disabilities are encouraged to contact the Employee Resources Division to review and discuss the essential and nonessential functions of the job. An employee with a disability can evaluate the job in greater detail to determine if she/he can safely perform the essential function of this job with or without reasonable accommodation. If you are disabled and need additional assistance in completing this application or you need assistance with the testing process, please call (763) 572-3507. The City's TDD number is (763) 572-3534.

WORK ENVIRONMENT:

The attached work environment characteristics are representative of those employee encounters while performing the essential functions of the Marketing and Communications Manager. Reasonable accommodations may be made to enable a person with disabilities to perform the essential job functions.

WORK HOURS AND SCHEDULE:

This position is considered exempt and not eligible for overtime. The typical work schedule is Monday through Friday from 8:00 to 4:30 p.m., with potential for after-hours work expected, including occasional meetings, city events, or responding to requests.

COMPENSATION AND BENEFITS:

The compensation range for this position is \$63,107.20 to \$80,558.40 (annual), DOQ. Work schedule is 40 hours per week, Monday through Friday, with the ability to attend meetings and events after normal business hours. Benefits include a variety of options, paid entirely or in part for the employee by the city, including life, health, and dental insurance; short-term disability; eighteen (18) days of annual leave per year; eleven (11) paid holidays per year; employee wellness program; as well as the employer's share of payments to workers' compensation, unemployment compensation, and Public Employees Retirement Association. Additional voluntary benefits include a flexible spending account program, supplemental life insurance for employee, spouse, and dependents, long-term disability, and special events/activities organized by the Employee Relations Committee.

APPLICATION PROCEDURE:

For application materials go to the city's website at: www.FridleyMN.gov and download an application. A cover letter and resume are also required to be submitted with the application. Contact the Employee Resources Division at City of Fridley or more information, 6431 University Avenue N.E., Fridley, MN 55432 - (763) 572-3504. Applications must be received no later 4:30 p.m. on June 29, 2018.

June 2018

The City of Fridley will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, sex, national origin, marital status, status with regard to public assistance, disability, age, membership on a local human rights commission, or sexual orientation.

EEO/ADAA

Fridley Job Activity Requirements

Mental/Motor, Environmental, Physical Demands, and Hazardous Environment

Job Title: Digital Marking and Communications Manager
Department/Division: City Manager’s Office
Brief Description of the Job Performed: To manage the planning and implementation of communications programs promoting (external and internal the city’s Vision, goals, activities and image to citizens, businesses, community organizations and community leaders.

Motor/Mental Ability	V	O	F	C	Environmental	V	O	F	C	Physical Demands	V	O	F	C
Mathematics		X			Works with Others			X		Sitting			X	
Reading			X		Works Alone		X			Standing			X	
Writing			X		Customer Contact			X		Walking			X	
Reasoning			X		Shift Work					Running				
Problem Solving			X		Extended Day		X			Lifting		X		
Attentiveness			X		Extreme Hot		X			Pushing/Pulling		X		
Work Supervision		X			Extreme Cold	X				Carrying		X		
Guidance Available		X			Extreme Noise	X				Bending at Waist		X		
Autonomy			X		Confined Area					Climbing (Stairs, ladders, terrain)			X	
Social Interaction			X		High Places	X				Repetitive hand motion		X		
Supervising Other Employees					Work Indoors			X		Twisting upper Body			X	
					Work Outdoors			X		Reaching		X		
					Mechanical Hazards					Kneeling	X			
					Electrical Hazards	X				Driving		X		
					Explosive Material					Crouching				
					Chemicals (OSHA Def).					Crawling				
					Fumes					Use arm muscles over extended periods		X		
					Gases					Use leg muscles over extended periods		X		
					Other					Over shoulder height work	X			
										Stationary desk or bench work with neck bent forward		X		
										Use hand to finger dexterity to handle, feel, operate and/or manipulate objects, tools, controls, and equipment			X	

Demand Codes:

Blank = Not Applicable or Not Present
V = Very Infrequent, 1 to 2 times a week
O = Occasional, up to 1/3 of time
F = Frequent, 1/3 to 2/3 of time
C = Constant, more than 2/3 of time

The number of times the following weights are *lifted*.

Weights Lifted in pounds	Times per day	Objects Lifted	From what heights to what height in ft.
0 - 10	ten	Books, manuals, loose leaf binders, file folders	0 to 3 feet, 5 feet to 3 feet
11 - 24	one or less	File box with documents, large bound volume(s), cameras, tripods	0 to 3 feet
25 - 34	one or less	Storage boxes, cables, monitors, sound equipment	0 to 3 feet
35 - 50			
51 - 74			
75 - 100			
100 - 150			

The number of times the following weights are *carried*.

Weights Carried in pounds	Times per day	Objects Carried	Distanced Carried in ft.
0 - 10	ten	Books, manuals, loose leaf binders, file folders	1 to 50 feet
11 - 24	one or less	File box with documents, large bound volume(s), cameras, tripods	1 to 100 feet
25 - 34	one or less	Storage boxes, cables, monitors, sound equipment	1 to 100 feet
35 - 50			
51 - 74			
75 - 100			
100 - 150			