



GRIMES SEEKS MARKETING AND COMMUNICATIONS MANAGER

The City of Grimes seeks motivated applicants to join its team in a newly created Marketing and Communications Manager position. This is a new position that will report to the City Administrator to help plan, develop, coordinate, and implement marketing and communication strategies to advance the strategic objectives of the City of Grimes.

Top priorities for the position include serving as the primary point of contact for media and other general city inquiries, with a special emphasis on Economic Development, Parks and Recreation, and ongoing City operational matters that most directly impact City residents. Starting pay ranges from \$69,166 to \$75,364.25 annually, depending upon qualifications and experience.

Please complete job application found at the Grimes website:

<https://www.grimesiowa.gov/OurCommunity/HumanResources/JobOpenings.aspx>

Special Requirements

A post-offer background check is required. For consideration, submit: (1) a completed application, (2) resume, and (3) cover letter via email to Tammy Johnson at tjohnson@grimesiowa.gov, or to the Human Resources Department in the Grimes Community Center at 410 SE Main, Grimes IA 50111. Materials will be reviewed as they are submitted through **December 19, 2021**.

A. Position Title Location

Marketing and Communications Manager	Grimes Community Complex
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B. Job Specifications

<input checked="" type="checkbox"/> Regular, Full-Time	<input type="checkbox"/> Part-Time	<input type="checkbox"/> Seasonal, From: Click here to enter text.
Department:	Department 80 Administration	To: Click here to enter text.
Reports to:	City Administrator	Bargaining Unit: N/A
Post Offer Testing:	Click here to enter text.	FLSA: Exempt
Civil Service:	N/A	Hourly/Monthly/Yearly Pay: Click here to enter text.

C. Job Description Summary

Under the general direction of City Administrator, this position will plan, develop, coordinate, and implement marketing and communication strategies to advance the strategic objectives of the City of Grimes. This position is a point of contact for the media and all other general city inquiries. The position supports and may plan and lead in coordination with department leadership marketing activities of various city services and programs, with a heavy emphasis on Economic Development, Parks and Recreation, and certain City operational matters. Specific responsibilities include content design and creation, project work and incidental planning and coordination of special events.

D. Routine Job Duties/Responsibilities

<i>Description of Duty: Do not include if less than 5% of time unless essential. Be specific without giving explicit instructions on how to perform. Use accurate adjectives and only those duties current to the position.</i>
Support city departments to coordinate, design and produce (or manage third-party producers for) advertising, marketing, and promotion of departmental activities such as special events, annual reports, program guides/bulletins, services flyers, posters, presentation templates, social media, etc.
Develop and design comprehensive communications and/or branding strategy to assure coordination of marketing materials, message consistency, and brand presentation to advance City's strategic objectives.
Develop and administer organization-wide use of common templates, fonts, e-mail signatures, signage, etc.
Help develop and/or coordinate the marketing campaign for recreational programs offered by the Parks and Recreation Department, inclusive of program registration campaign, direct mail campaigns, and measure outcomes to gauge program effectiveness in generating interest and participation.
Design, or oversee design, of materials promoting city initiatives/services/operations including maps, graphs, reports, newsletters, and related publications using desktop graphic design and/or layout software packages.
Serve as main point of contact or support departmental contacts for external advertising, marketing, and public information campaigns.
Maintain city photo/video library for use in communications/marketing materials and occasional event photography, videography, assisting with drone footage, and video production.
Coordinate with City Clerk to manage access to and integrity of City logo/branded items (letterhead, templates, stationery, etc.) to balance appropriate staff access with maintaining the integrity of the City logo and brand.

Develop and maintain effective working relationships with media contacts; assist departments in sharing information via news releases/alerts, preparing final versions for distribution.
Coordinate with departments to prepare and/or deliver communications for city officials and preparation/practice for media interviews as needed.
Manage the City's social media presence; monitor and respond in coordination with appropriate departments to questions, concerns, and feedback on these sites. Develop practices to integrate disparate City department social media presences to foster unified City presence while enhancing unique departmental attributes.
Manage the City website, overseeing its design, function, content, and regular, timely updates.
Manage production and distribution of citywide external and internal newsletters, sourcing content from various departments and sources.
Prepare and oversee annual budget for Marketing/Communications activity in the General Government function.
Performs other duties and responsibilities as assigned.

E. Periodic Job Duties/Responsibilities

Develop and maintain relationships with other metro peers, regional governmental and inter-governmental agencies to coordinate communication efforts on those subjects of shared interest.
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F. Qualifications

Education/Experience:	Bachelor's Degree in Marketing, Communications, Journalism, Graphic Design, or a related field. Three to five years' professional work experience in marketing, communications, media or public relations, with experience in public sector preferred. Any equivalent combination of experience and training providing the requisite knowledge, skills, and abilities to perform the work will be considered.
Skills:	Time management and organizational skills with ability to prioritize and manage multiple projects, assignments, and deadlines for timely completion of tasks/projects. Intermediate to expert proficiency with design/layout software and strong proficiency with Microsoft Office Suite; ability to quickly learn a variety of web-based applications. Demonstrated skills in identifying critical information, key messages, and challenges in communicating a complex but effective message consistent with organizational values and objectives. Ability to support and promote cooperation, communication, and collaboration between departments, staff members, elected officials, and community groups as well as citizens; ability to resolve conflicts in an open and engaged manner while considering multiple points of view.
Knowledge	Knowledge of principles and practices of public relations and information in a public administration environment, inclusive of print and electronic journalism techniques, news-gathering, and communicating information disseminated through multiple platforms. Knowledge of methods and equipment for media (including print, electronic, and audiovisual) production processes and techniques. Knowledge and demonstrated ability to manage social media, including website content management and response to public comments/questions on social media platforms.
Licenses/Certifications:	Valid Iowa drivers' license.
Other:	Click here to enter text.

G. Working Conditions

Lifting Requirements: <i>(Refer to Glossary of Terms)</i>	Sedentary/light work. Exerts up to 20lbs of force frequently and/or a negligible amount of force constantly to move objects.
Physical Requirements: <i>(Refer to Glossary of Terms)</i>	Work is performed primarily in office setting with periodic field visits involving intermittent physical activity. Sufficient clarity of speech, hearing, vision and other communications capabilities, with or without reasonable accommodation which enables the individual to communicate effectively. Must also possess manual dexterity, with or without reasonable accommodation, to operate a personal computer and associated office tools and equipment.
Safety Hazards: <i>(Refer to Glossary of Terms)</i>	N/A

H. Disclaimer

This job description reflects the administration's assignment of essential functions; and nothing herein restricts the administration's right to assign or reassign duties and responsibilities to this job at any time (with Union contract guidelines if applicable). This Job Description is not to be construed as a contract for employment.

I. Pre-Employment Screening

Action Required	Result	Date
<input checked="" type="checkbox"/> Reference Check	Click here to enter text.	Click here to enter text.
<input type="checkbox"/> Credit History	Click here to enter text.	Click here to enter text.
<input checked="" type="checkbox"/> Education/License Credentials	Click here to enter text.	Click here to enter text.
<input checked="" type="checkbox"/> Criminal Records	Click here to enter text.	Click here to enter text.
<input checked="" type="checkbox"/> Employment Verification	Click here to enter text.	Click here to enter text.

J. Review

Compensation Review/Approval	Date:
City Administrator/Department Director Signature	Date:
Reviewed with Employee by:	Date:
Employee Signature	Date: