



City of Urbandale
Marketing & Communications Specialist I

SALARY	\$34.08 - \$44.85 Hourly \$70,893.00 - \$93,290.00 Annually	LOCATION	Urbandale, IA
JOB TYPE	Full-Time	JOB NUMBER	24-Mark & Comm Specialist-01
DEPARTMENT	City Manager	OPENING DATE	07/19/2024
CLOSING DATE	8/4/2024 11:59 PM Central		

Summary Description

We're looking for a content creator that's ready to dive into a dynamic, strategic, and creative role where every day you'll bring new and exciting ideas to life! Under the guidance of the Director of Marketing and Communications, you'll help plan, develop, coordinate, and execute marketing and communication activities for the City of Urbandale. Imagine yourself designing captivating content, creating engaging social media campaigns across multiple channels—including individual Department accounts—and capturing the essence of the Urbandale community through photography and videography. If you thrive in a fast-paced environment, love collaborating with diverse teams, and have a passion for promoting city initiatives in innovative ways, this is the perfect opportunity for you to shine and make a significant impact in our community!

Think this could be your next career? Watch the [City of Urbandale video](#) to see what meaningful work looks like when you work for our City.

The City of Urbandale offers a comprehensive salary and benefit package.

Full-time non-union benefits for this position include:

- Individual health insurance for only \$69.14 per month; or family health insurance for only \$212.18 per month
- Dental, vision, and flexible spending account options
- 15 paid vacation days per year
- 12 paid sick days per year
- 4 weeks of paid paternal leave
- City-paid Long Term Disability coverage
- IPERS retirement plan
- 457(b) retirement plan with 2% city match
- 10 paid holidays + 3 additional personal holidays
- City-paid Life Insurance policy plus additional voluntary life insurance options
- Employee Assistance Program
- Onsite Wellness Center

Routine Job Duties/Responsibilities

- Work with Director and City departments to coordinate, design and produce, advertising, marketing, and promotion of departmental activities such as special events, annual reports, program guides/bulletins, services flyers, posters, presentation templates, etc.
- Create social media campaigns for recreational programs offered by the Park and Recreation Department inclusive of the program registration campaign/direct mail campaigns.
- Monitor social media channels for comments, questions, and messages. Work with Director and departments to craft responses.
- Implement and maintain email marketing campaigns.
- Design a variety of materials featuring various city initiatives/services including maps, graphs, newsletters, and promotional publications using the Adobe Creative Cloud or Canva.
- Manage external vendors for services for special projects/events such as ground-breaking and ribbon cutting events.
- Maintain city photo/video library for use in communications/marketing materials. Serve as event photographer and/or videographer and assist with drone footage, photo and video editing, and video production.
- Maintain access to and integrity of City-branded items (letterhead, templates, stationery, etc.) to ensure staff can easily access appropriate materials and to maintain integrity of City brand and image. Disseminate and encourage organization-wide use of common templates, fonts, etc.
- Maintain the City's social media presence via the website and other media such as Facebook and Twitter accounts; maintain content on website and monitor and respond to questions, concerns, and feedback on these sites. Integrate various departmental social media presences with the goal of enhancing and amplifying unique departmental attributes while fostering a unified City presence. Maintain website design, function, and content.
- Develop relationships with communications contacts in all City departments to ensure accuracy of information released and to consistently cascade messaging throughout various platforms existing in the City's network of social media and already established communication avenues; build trust and rapport with partner personnel serving in Public Information Officer roles for other departments.
- Assist and support other members of the City's communications team with social media, e-newsletters, events, meetings, website, customer service and more.
- Work with other departments to develop program guides and services flyers that feature and promote existing departmental services and the roll-out of new services, initiatives, and programs.
- Work with Marketing and Communications Director and other Departments to create marketing pieces to provide accurate information about Urbandale; implement strategies to enhance the profile of Urbandale by means of consistent and cohesive messaging that reinforces City's branding/identity.
- Performs related duties and responsibilities as assigned.

Typical Qualifications

Must be able to pass a pre-employment offer: professional reference checks, drug screen, motor vehicle report and background check including credit history check.

Education/Experience

- Bachelor's degree in Marketing, Communications, Journalism, Graphic Design, or a related field.
- Internship in the government sector, or at least 3 years of professional work experience in private or public sector marketing and communications, public sector preferred.

Licenses

- Valid Iowa driver's license.

Skills

- Time management and organizational skills with ability to prioritize and manage multiple projects, assignments, and deadlines for timely completion of tasks/projects.
- Expert proficiency with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Acrobat and strong proficiency with Microsoft Office Suite, Word, Power Point and Excel; ability to quickly learn a variety of web-based applications.
- Demonstrated ability to promote an event or program to targeted audiences through various media and ability to compose succinct, accurate written communications and promotional/marketing materials; skill in producing engaging designs, superior proof-reading skills, and detail oriented. Ability to identify critical information, key messages and suitable images and produce high quality presentations in PowerPoint or other media for sharing with target audiences.
- Work independently and as part of a team; ability to support and promote cooperation, communication, and collaboration between departments, staff members and community groups as well as citizens; ability to resolve conflicts in an open and engaged manner while considering multiple points of view.
- Ability to build trusting relationships with elected officials, management staff, community leaders, and peers of other municipalities in metro; ability to respect confidentiality when warranted and to remain diplomatic and tactful when dealing with sensitive topics and competing interests.
- Make sound decisions and problem solve within established guidelines; skill in reacting quickly to changing work day priorities and re-organized schedules.
- Skill in identifying reliable sources of information to answer questions and provide useful data; ability to evaluate the effectiveness of media coverage and marketing campaigns and adjust strategies accordingly.
- Ability to perform essential duties at designated work site location at designated hours.

Knowledge

- Knowledge of various methods of media production processes and techniques, and equipment operation for electronic and audiovisual media.
- Knowledge of current social media practices including website content management and response to public comments/questions on social media platforms.
- Knowledge of marketing techniques and the development of marketing campaigns/materials as well as the effective use of graphic arts in developing promotional materials.
- Knowledge of Sprout or other social media management platforms.

Supplemental Information

The Civil Service testing process for this job posting will consist of a written questionnaire and an oral board interview.

Tentative Timeline:

Written Questionnaire: Emailed by August 5, 2024

Oral Interviews: Week of August 19 - August 23

Tentative Anticipated Start Date: September 23, 2024

Qualified candidates will be notified of dates and steps in the process as appropriate, via thegovernmentjobs.com email notifications. Be sure to apply with a valid email you check regularly and sign up for text messaging to receive updates.

The salary range listed includes pay steps based on length of service therefore most employees start at the minimum of the advertised range.

Post-offer/pre-employment background check/MVR check and drug test is required. The City of Urbandale is an Equal Opportunity Employer. Persons with disabilities must submit requests for ADA accommodations to the Human Resources Department, in writing, prior to the application deadline.

Agency

City of Urbandale

Address

3600 86th St.

Urbandale, Iowa, 50322

Phone

515-278-3900

Website

<http://www.urbandale.org>