



## POSITION DESCRIPTION

Job Title: Communications Director

Reports to: Mayor

Exempt: No

### **GENERAL DESCRIPTION OF POSITION:**

The City of Marion Communications Director has broad responsibility for city communications, economic development and Advertising and Promotion Commission management.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Communications**

- Manage all city press releases, television and print media
- Oversee the city website as contact for website company, train website content contributors as needed, manage content from city departments, respond to and distribute city website inquiries and maintain all information on website
- Oversee the city social media pages, manage content from city department, follow up on comments and maintain all information on social media pages

#### **Economic Development**

- Attract retail, commercial and industrial business
- Devise, implement and direct plans to attract new retailers and enhance opportunities for existing retailers
- Coordinate prospect visits including the interface between the prospect and existing business and industry and economic development partners
- Develop, prepare and deliver proposals to new and expanding business prospects

#### **Advertising and Promotion Commission Management**

- Compile agenda for quarterly A&P Commission meeting
- Approve all invoices submitted by approved A&P fund recipients
- Oversee creation of artwork and place ads for tourism publications, billboards, local media outlets
- Manage A&P city events and functions.

### **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION:**

1. Broad knowledge of such fields as marketing, business administration, economic development, communications etc.
2. Preferred four-year college degree in business or public relations, plus at least two years related experience and/or training.

**COMMUNICATION SKILLS:**

Ability to effectively communicate information and respond to questions in person-to-person and small group situations with customers, clients, general public and other employees of the organization.

**MATHEMATICAL SKILLS:**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to prepare and interpret bar graphs.

**CRITICAL THINKING:**

Ability to utilize common sense understanding in order to carry out written, oral or diagrammed instructions. Ability to deal with problems involving several known variables in situations of a routine nature.

**TRAVEL:**

Overnight travel is required for this position. A monthly stipend will be paid for travel within a 30-mile radius. Travel beyond radius will be reimbursed at the current year standard mileage rate. Approved lodging, meals and other travel related expenses will be reimbursed.

**REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS:**

Valid Driver’s License

**SOFTWARE SKILLS REQUIRED:**

Advanced: Spreadsheet, Word Processing/Typing

Intermediate: 10-key, Accounting, Alphanumeric Data Entry, Presentation/PowerPoint

Basic: Contact Management, Database, Human Resources Systems, Payroll Systems

**COMPENSATION:**

\$50,000-\$60,000 based on experience

The job description reflects management’s assignment of essential functions; it is not meant to be all-inclusive of the tasks that may be assigned.

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Print Name

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Signature

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Signature

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Date

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Approved

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