



Town of Oro Valley Classification Description

Title: **MARKETING & COMMUNICATIONS SPECIALIST** Department: Town Manager
Job Code: 1735 Salary Grade: 114
FLSA Status: Exempt

POSITION SUMMARY:

Under general administrative direction of the Communications Administrator, develops, designs, writes and/or edits and graphically produces assigned marketing and communications materials to assist in the public's understanding of Town policies, programs, activities and services.

ESSENTIAL JOB FUNCTIONS:

- A. Serves as graphic designer and resource for all Town departments for collateral materials, newsletters, brochures, presentations, print and digital advertising, marketing initiatives, displays and booths. Manages project budget and ensures on-time delivery.
- B. Consults with department representatives to plan, schedule, and complete graphic design projects by obtaining and providing cost estimates, recommending methods of production, and completing the product.
- C. Coordinates and manages design and communications projects on behalf of all departments on brochures, informational pieces and other communication tools as needed.
- D. Coordinates and manages printing jobs with outside vendors, including specifications, quotes/bids, quality control and invoicing.
- E. Serves as a content editor and manager for the Town's website, in cooperation with the New Media Developer.
- F. Serves a key role in researching, writing and editing copy for Town publications, talking points, news releases, website and social media.
- G. Serves as Town photographer—both still and video (digital) and may operate camera equipment at Town meetings and events. Edits and uploads photos and maintains Town's photo archive.
- H. Collaborates with Communications and Economic Development division team members to brainstorm, plan and develop Town events, campaigns, advertising and marketing initiatives.
- I. Develops and maintains positive working relationship with news media. Assists in preparation and distribution of news releases.
- J. Enhances and maintains the Town's presence on social media networks, including Facebook, Twitter and Pinterest.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Principles and practices of marketing, communications, graphic design and journalism.
- Municipal government structure, practices and policies.

Skill in:

- Utilization of digital cameras, both still and video, as well as related software.
- Deploying evolving digital and social media to promote the Town's message.
- Creative design and expression.

Ability to:

- Demonstrate proficiency in the Adobe Creative Suite (specifically In Design, Illustrator and Photoshop), and Microsoft Office.
- Communicate effectively both verbally and in writing.
- Work under tight deadlines and handle multiple projects.
- Deliver excellent customer service satisfaction.
- Work in a team setting, contributing significantly to the success of the team.
- Adjust quickly to changing priorities and circumstances.

MINIMUM QUALIFICATIONS:

- Three years' experience in graphic design; **AND**
- Bachelor's degree in Communications, Marketing, Journalism, Graphic Design, Public Relations, or a closely-related field; **OR**
- An equivalent combination of education and experience.
- Preference will be given to candidates with experience in marketing, communications, public relations or a related field.
- Valid Arizona Operator's Driver's License.

ENVIRONMENTAL FACTORS and WORKING CONDITIONS:

- Work is performed predominantly in an indoor environment.
- Some evenings and weekends required.