



## **Job Description**

<b>Position Title:</b>	Communications Manager
<b>Department:</b>	Community Relations
<b>Reports to:</b>	Assistant Village Administrator
<b>Status:</b>	Exempt; Regular Full-Time
<b>Grade:</b>	VIII
<b>Hours of Work:</b>	Dayshift office hours with evening and weekend work as required

### **Statement of Duties**

Position is responsible for planning and executing marketing and communications, as well as supporting community-wide special events. Position requires exercise of discretion and independent judgement regarding establishing and executing communication and marketing plans. Work includes routine corporate communication, including emergency communication needs, as well as promotion of the Village of Oswego as a place to live, do business and visit. Position is responsible for creating visual communication and marketing in both online and print and conducting data analysis. Position may also represent the Village at various community functions.

### **Supervision and Responsibilities**

Employee functions independently, referring specific problems to the supervisor only where clarification or interpretation of Village policy or procedure is required. Employee is responsible for the coordination and management of the Village's communication and marketing program, using independent judgement and discretion. Employee plans, prioritizes, and carries out work in accordance with established goals and previous training. The employee interprets instructions and/or adapts methods to resolve particular problems. Instructions for new assignments usually consist of statements of desired objectives, deadlines, and priorities. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy, or other requirements.

Employee may have access to confidential information. Errors may result in misinformation to the public, impair the Village's image and/or result in financial loss.

Employee does not exercise any supervisory responsibilities over full-time employees. Employee may provide supervision and direction to seasonal or part-time employees.

### **Job Environment**

Position has constant interaction with co-workers, the general public, groups, and/or individuals such as civic leaders, peers from other organizations, representatives of professional organizations, and the news media. Relationships with co-workers and the general public involve frequent explanation, discussion or interpretation of practices, procedures, regulations or guidelines in order to render service, plan or coordinate work efforts, or resolve operating problems.

### **Position Functions**

The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to, or extension of, the position.

1. Develops public information and marketing content creation from concept to completion, including brainstorming, research, writing and/or editing, budgeting for paid media, and posting and/or publishing content. This includes routine communication, marketing campaigns, and promotions.
2. Develops and maintains policies and procedures for public relations, communications and marketing. Trains and advises other employees on communication best practices. Maintains brand standards.
3. Works with departments to plan and manage communication issues, including advising on content, developing communication plans and executing the plan in coordination with the department.
4. Represents the Village to the community in a variety of forums in a manner that advances the Village's strategic objectives and messaging. Acts as liaison between the community's and Village's interests. Advocates for the Village's priorities and policies with tact and judgement.
5. Maintains standards of high-quality customer service and problem solving in brokering solutions to community concerns.
6. Manages and supports Village communications during emergency situations.

7. Develops a social media calendar, coordinating public information, marketing, tourism and economic development program needs.
8. Regularly updates Village's websites to provide relevant and timely content, including uploading seasonal photos, page changes, content rotation, etc. Complies with SEO best practices.
9. Monitors Village social media accounts in accordance with Village policy.
10. Tracks advertising and social media campaign data to evaluate ROI. Recommends campaigns and develops budget based on Village priorities.
11. Supports special events, including organizing and directing volunteers, and providing staff support during the event.
12. Serves as the staff liaison to the Cultural Arts Commission.
13. Performs similar or related duties as assigned.

### **Physical and Mental Requirements**

Employee works in a general office environment, as well as outdoors in a variety of conditions. Employee may occasionally face mental stress, such as completing several unrelated tasks within a relatively short period of time. Employee is required to stand, walk, sit, talk, listen, and use hands while performing duties. Employee may regularly be required to lift objects up to 10 lbs., and occasionally lifts up to 30 lbs. Normal vision is required for this position. Equipment operated includes office machines and computers.

### **Occupational Risk**

Duties generally do not present occupational risk. Minor injury could occur, however, through employee failure to properly follow common safety precautions or procedures.

### **Education and Experience**

A candidate for this position should have a bachelor's degree or equivalent related experience; minimum of one year of marketing, public relations or graphic design experience, or an equivalent combination of education and experience.

### **Required Certifications**

- Valid Illinois driver's license

## **Key Knowledge and Skills**

### Knowledge of:

- Marketing concepts and principals
- Graphic design principals
- Public relations concepts
- Event planning and organization
- Modern office practices and procedures

### Skill and ability in:

- Communication, customer service and interacting tactfully with the public and co-workers
- Use of computer software programs and office applications, including graphic design software, photo editing, social media and social media management software
- Web analytics tools
- Editing text and design
- Overseeing and directing volunteers
- Attention to detail