



Code: 0719
Family: Public Relations and Creative Arts
Service: Administrative
Group: Clerical, Accounting, and General Office
Series: Public Information

CLASS TITLE: DIRECTOR OF MARKETING

CHARACTERISTICS OF THE CLASS

Under direction, the class is managerial in nature, responsible for creating brand identity for a city department and developing and directing marketing policies and strategies to promote departmental programs and services; and performs related duties as required

ESSENTIAL DUTIES

- Develops strategic plans in order to create and maintain a recognizable departmental brand throughout varied organizational programs, divisions and locations
- Establishes and modifies marketing policies, ensuring standard procedures are followed by department staff engaged in providing information to the media and private sponsors
- Creates and oversees consultants responsible for devising advertising and marketing plans for departmental programs, special events and daily operations
- Coordinates marketing activities with the Mayor's Press Secretary's Office and participating sponsors to plan appropriate promotional strategies
- Oversees and participates in website branding, ensuring department information is posted accurately and positively and social media is utilized to create interest in upcoming programs and events
- Manages the work of subordinate staff engaged in graphic design, development of promotional materials and the conduct of public outreach activities
- Reviews and approves expenditures and maintains operating budget for related marketing activities
- Establishes work standards and conducts performance evaluations for staff
- Represents the department in planning collaborative marketing campaigns with outside agencies, as required

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Communications, or a directly related field, plus five years of work experience in brand development and creating and implementing strategies to promote programs and events, of which two years are in a supervisory role related to the responsibilities of the position; or an equivalent combination of education, training and experience

Licensure, Certification, or Other Qualifications

- None

WORKING CONDITIONS

- General office environment

EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, scanners)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS**Knowledge**

Comprehensive knowledge of:

- *applicable principles and methods used in marketing and promoting programs and services
- *developing sponsorship, marketing and public relations plans
- *writing and formatting styles used in print, television, radio and electronic media

Moderate knowledge of:

- *management and supervisory methods, practices, and procedures
- *public relations and community outreach principles, practices, and techniques
- *applicable computer software packages and social media platforms
- applicable City and department, services, programs, and resources

Some knowledge of:

- *budget preparation and planning

Knowledge of applicable City and department policies, procedures, rules, regulations

Skills

- *ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- *ACTIVE LISTENING - Give full attention to what other people are saying, taking time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- *CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems
- *COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- *SOCIAL PERCEPTIVENESS - Demonstrate awareness of others' reactions and understand why they react as they do
- *JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

Abilities

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing

- WRITE - Communicate information and ideas in writing so others will understand
- COME UP WITH IDEAS – Come up with a number of ideas about a topic
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- MAKE SENSE OF INFORMATION - Quickly make sense of, combine, and organize information into meaningful patterns

Other Work Requirements

- INITIATIVE - Demonstrate willingness to take on job challenges
 - LEADERSHIP - Demonstrate willingness to lead, take charge, and offer opinions and direction
 - ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
 - INNOVATION - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
 - ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems
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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

* May be required at entry.

City of Chicago
Department of Human Resources
October, 2014