



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

- Nine (9) years of work experience in brand development and creating and implementing strategies to promote programs and events, of which two (2) years are in a supervisory role related to the responsibilities of the position, **OR**
- Graduation from an accredited college with an Associate's degree in Marketing, Communications, or a directly related field, plus seven (7) years of work experience in brand development and creating and implementing strategies to promote programs and events, of which two (2) years are in a supervisory role related to the responsibilities of the position, **OR**
- Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Communications, or a directly related field, plus five (5) years of work experience in brand development and creating and implementing strategies to promote programs and events, of which two (2) years are in a supervisory role related to the responsibilities of the position, **OR**

- Graduation from an accredited college or university with a Masters's degree or higher in Marketing, Communications, or a directly related field, plus four (4) years of work experience in brand development and creating and implementing strategies to promote programs and events, of which two (2) years are in a supervisory role related to the responsibilities of the position

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 ENGAGEMENT - Give full attention to what other people are communicating, 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

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; May, 2025