



## Career Service Authority

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# Marketing/Public Relations Administrator

### GENERAL STATEMENT OF CLASS DUTIES

Performs professional and supervisory work over communications, marketing, and/or public relations staff, provides strategic planning and leadership for a unit/section, and directs the development and implementation of communications, marketing, and/or public relations outreach strategies and activities.

### DISTINGUISHING CHARACTERISTICS

This class is distinguished from the Marketing & Public Relations Specialist that plans, develops, designs, coordinates, and monitors a variety of promotional and informational materials directed at public involvement and outreach strategies and activities. This class is distinguished from a Manager I that manages an operational and/or functional area(s) and performs some elements of supervision by recommending and implementing plans, procedures, policies, programs, and projects.

#### ***Guidelines, Difficulty and Decision Making Level:***

Guidelines are in the form of stated objectives for the section, unit, function or project.

Work assignment is generally unstructured and employee is responsible for assigning and supervising a variety of functions to achieve the objectives of the section, unit or project. Duties performed involve weighing and evaluating factors requiring judgment, analytical ability and problem solving.

Employee is responsible for simultaneous coordination and supervision of several functions, programs or projects in various stages of completion.

#### ***Level of Supervision Received and Quality Review:***

Under managerial direction, the employee has personal accountability for carrying out the work objectives of an organizational unit or section within the scope of established guidelines and the mission of the agency or department. Employee is expected to resolve problems that arise in the normal course of the work. Work may be discussed with higher level supervisors and reviewed for soundness of judgment and feasibility of decisions.

#### ***Interpersonal Communications and Purpose:***

Contacts of a non-prescribed nature involving the negotiation and resolution of non-routine problems encountered and where exceptional degrees of discretion, judgment, and knowledge are required. Contacts where the exchange of information, support, influence, and cooperation may have a significant impact on the division, programs, and/or policies of the organization.

***Level of Supervision Exercised:***

Supervises two or more professional, administrative (not clerical), and/or technical employees involved in communications, marketing, and/or public relations.

**ESSENTIAL DUTIES**

Establishes overall marketing, and/or public relations goals, oversees the development of a comprehensive communications, marketing, and/or public relations plan including policies, procedures, guidelines and standards, and directs the development, design, implementation and evaluation of informational materials, programs, projects, and other outreach activities.

Administers the financial operations for a unit/section including developing the annual operating budget, monitoring financial activities, developing required budget reports, preparing justification for equipment and staffing levels, and submitting final budget for executive management approval.

Acts as spokesperson for the department or agency, advancing the primary mission and goals, and develops comprehensive communications strategies and programs.

Interacts with internal and external stakeholders in order to develop partnerships and to create public awareness and implement media campaigns.

Develops and recommends solutions for complex problems and highly sensitive issues that cross functional and administrative boundaries or where there may be significant coordination requirements that impact the future of the department or agency.

Develops, reviews, and approves a variety of promotional, publicity, advertising plans and informational materials for policy, content, and style and directs the distribution of information for the appropriate medium.

Consults and advises managers and/or City officials on communications, marketing, and/or public relations projects, issues, or programs.

Directs the research and analysis of communications, marketing, and/or public relations trends and demographics in order to anticipate and interpret public opinion, attitudes, and issues that impact the operation and mission of the department or agency.

Develops or modifies work plans, methods, and procedures and determines work priorities.

Assigns and distributes work, reviews work for accuracy and completeness, and returns assignments with recommendations for proper completion.

Resolves problems encountered during daily operations and determines standards for problem resolution.

Develops the performance enhancement plan, documents performance, provides performance feedback, and formally evaluates the work of employees.

Responds to formal and informal employee grievances and prepares written responses.

Documents causes for disciplinary action and initiates letters of reprimand and formal recommendations for disciplinary action.

Provides work instruction and assists employees with difficult and/or unusual assignments.

By position, manages crisis communications, establishes emergency and strategic plans and protocols for crisis communications, and notifies appropriate staff, officials, and/or departments/agencies.

By position, keeps executive management informed of administrative and legislative issues or changes, prepares department position in response to proposed legislation, and testifies as a technical expert before legislative committees and in other public forums.

By position, provides management and oversight of volunteer programs and events.

By position, creates and implements strategic business and marketing plans in support of attracting airlines and to support the recruitment and retention of aviation-related businesses.

Performs other related duties as assigned.

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Any one position may not include all of the duties listed.  
However, the allocation of positions will be determined by  
the amount of time spent in performing the essential duties  
listed above.  
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## MINIMUM QUALIFICATIONS

### ***Competencies, Knowledge & Skills:***

**Sales & Marketing** – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales controls systems.

**Communications & Media** – Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral and visual media.

**Communicating with Persons Outside Organization** – Communicating with people outside the organization; representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, by telephone, or e-mail.

**Leadership** – Inspires, motives, guides others toward goals; coaches, mentors, challenges staff, adapts leadership styles to various situations, models high standards of honesty, integrity, trust, openness and respect for individuals by applying these values daily.

**Conflict Management** – Minimizes confrontations, disagreements, complaints, and grievances and resolves them in a constructive manner. Works with staff, higher-level managers, peers, administrative staff from other organizations, internal and external customers, and local stakeholders groups to generate areas of agreement and joint action.

**Financial Management** – Recommends, administers, allocates, negotiates, and monitors revenue and/or expenditures to ensure cost-effective management of a program area.

**Supervising a Diverse Workforce** – Is sensitive to cultural diversity, race, gender, and other individual differences in the workforce. Implements diversity policies for subordinate staff; supports opportunities to recruit, develop and retain a diverse workforce; promotes teamwork, acceptance and productivity among diverse persons.

**Human Resources Management** – Empowers and mentors staff by sharing power and authority; develops lower levels of leadership; shares rewards with staff; ensures staff are appraised, developed, and are otherwise treated fairly.

**Reading** – Understands and interprets material, including technical information, rules, regulations, instructions, reports, charts, graphs or tables; applies what is learned from written materials to specific situations.

**Writing** – Expresses facts and ideas in writing in a succinct and organized manner.

**Oral Communication** – Expresses ideas and facts to individuals or groups effectively; makes clear and convincing oral presentations; listens to others; facilitates an open exchange of ideas.

**Integrity/Honesty** – Displays high standards of ethical conduct and understands the impact of violating these standards on an organization, self and others; chooses an ethical course of action; is trustworthy.

**Interpersonal Skills** – Considers and responds appropriately to the needs, feelings and capabilities of others; adjusts approaches to suit different people and situations.

**Problem Solving** – Identifies and analyzes problems; uses sound reasoning to arrive at conclusions; finds alternative solutions to complex problems; distinguishes between relevant and irrelevant information to make logical judgments.

**Self-Management** – Sets well-defined and realistic personal goals; displays a high level of initiative, effort and commitment towards completing assignments in a timely manner; works with minimal supervision; is motivated to achieve; and demonstrates responsible behavior.

**Client Orientation** – Applies quality management principles and processes for delivery of high-quality products and services within a program area; meets routine demands of internal and external customers, and strives for continuous improvement.

**Teamwork** – Encourages and facilitates cooperation, pride, trust and group identity; fosters commitment and team spirit; and works with others to achieve goals.

**Planning & Evaluation** – Establishes program objectives and strategies; identifies required resources and develops plans for carrying out the work in a timely manner. Monitors and evaluates progress to ensure that program policies are being implemented and adjusted as necessary to accomplish the organization's mission.

**Reasoning** – Identifies rules, principles or relationships that explain facts, data or other information; analyzes information and makes correct inferences or draws accurate conclusions.

**Decision Making** – Specifies goals and obstacles in achieving goals, generates alternatives, considers risks and evaluates and chooses the best alternative in order to make a determination, draw conclusions or solve a problem.

**Creative Thinking** – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

**Flexibility** – Is open to change and new information; adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles; effectively deals with ambiguity.

Knowledge of public relation strategies sufficient to be able to manage public relations and facilitate information to the public through the media.

Knowledge of supervisory principles and practices sufficient to be able to perform all the elements of supervision.

Knowledge of budgeting principles and practices sufficient to be able to assume budgetary responsibilities.

Knowledge of business recruitment strategies including developing marketing business incentives, job training initiatives, and other incentive options.

***Physical Demands:***

Sitting: remaining in the normal seated position.  
Reaching: extending the hand(s) and arm(s) in any direction.  
Handling: seizing, holding, grasping or otherwise working with the hand(s).  
Fingering: picking, pinching, or otherwise working with the fingers.  
Talking: expressing or exchanging ideas by means of spoken words.  
Hearing: perceiving the nature of sounds by the ear.  
Repetitive Motions: making frequent movements with a part of the body.  
Eye/Hand/Foot Coordination: performing work through using two or more.  
Near Acuity: ability to see clearly at 20 inches or less.  
Far Acuity: ability to see clearly at 20 feet or more.  
Depth Perception: ability to judge distance and space relationships.  
Accommodation: ability to adjust vision to bring objects into focus.

***Working Environment:***

Pressure due to multiple calls and inquires.  
Subject to many interruptions and varying and unpredictable situations.

***Education Requirement:***

Baccalaureate Degree in Communications, Public Relations, Public Administration, Marketing, Business, or a related field.

***Experience Requirement:***

Three years of professional level experience in communications, marketing, public relations, and strategic planning.

***Education/Experience Equivalency:***

A combination of appropriate education and experience may be substituted for the minimum education and experience requirements.

***Licensure and/or Certification:***

Some positions may require the possession of a valid Colorado Class "R" Driver's License at the time of application.

**CLASS DETAIL**

**FLSA CODE:** Exempt

**ESTABLISHED DATE:** 07/16/2005

**REVISED DATE:**

**REVISED BY:** Patricia Anderson & John Hoffman

**CLASS HISTORY** This class specification was revised as part of a class maintenance study of communications, marketing, and public relations positions throughout the City.