



Career Service Authority

Page 1 of 5

Marketing/Public Relations Specialist

GENERAL STATEMENT OF CLASS DUTIES

Performs professional specialist level communications, marketing, and/or public relations work involved in planning, developing, designing, coordinating, and monitoring of a variety of promotional and informational materials directed at public involvement and outreach strategies and activities.

DISTINGUISHING CHARACTERISTICS

This class is distinguished from the Marketing & Public Relations Representative which is involved in the preparation and implementation of a variety of promotional and informational materials. This class is distinguished from the Marketing and Public Relations Administrator which performs supervisory work over communications, marketing, and public relations staff, provides strategic planning and leadership, and directs the development and implementation of communications, marketing, and/or public relations outreach strategies and activities.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally in the form of stated objectives only, with issues and factors largely undefined, requiring the employee to exercise creativity and ingenuity in devising criteria, techniques, strategy and methodologies for approaching assigned functions or projects.

Duties performed involve concepts, theories and concrete factors to be evaluated and weighed, requiring a high degree of analytical ability, independent judgment and decision-making.

Work assignment is generally unstructured and employee is responsible for organizing complex, varied and simultaneous coordination of several functions, programs or projects in various stages of completion.

Level of Supervision Received and Quality Review:

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program, or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy, and conformance to policy.

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 and judgment and specialized knowledge are required in carrying out the programs and policies of an organization.

Level of Supervision Exercised:

By position, supervises communications, marketing, and/or public relations staff.

ESSENTIAL DUTIES

Develops, coordinates, and monitors communications, marketing, public relations, and/or involvement programs for a department or agency and develops strategic communications plans.

Recommends, develops and/or modifies the communications, marketing, and/or public relations policies, procedures, guidelines and standards to achieve goals and mission and determines procedural changes that need to be made based on feedback from managers and/or other organizational staff.

Acts as spokesperson or represents the department/agency both internal and external by relaying information and promoting publicity for public and media related initiatives and acts as a liaison between the department/agency, the community, and/or other stakeholders.

Conducts research to identify trends, demographics, and legislative issues in communications, marketing, and/or public relations; analyzes data in order to evaluate the effectiveness of marketing and/or public relations strategies, and recommends ways to improve or adjust strategies to management.

Oversees the preparation and distribution of responses to all media requests, informational interviews, public inquiries and/or public official requests and ensures accuracy and timeliness.

Develops, designs, and implements the production of a variety of informational materials to advance public communications, marketing tools and outreach strategies and activities.

Develops the budget for marketing and/or public relations programs and approves and monitors allocations and expenditures.

By position, provides crisis management and/or communications during emergency situations and acts as the lead information source to the public and the media.

By position, develops or modifies work plans, methods, and procedures and determines work priorities.

By position, assigns and distributes work, reviews work for accuracy and completeness, and returns assignments with recommendations for proper completion.

By position, resolves problems encountered during daily operations and determines standards for problem resolution.

By position, develops the performance enhancement plan, documents performance, provides performance feedback, and formally evaluates the work of employees.

By position, responds to formal and informal employee grievances and prepares written responses.

By position, documents causes for disciplinary action and initiates letters of reprimand and formal recommendations for disciplinary action.

By position, provides work instruction and assists employees with difficult and/or unusual assignments.

Performs other related duties and/or responsibilities as assigned or requested.

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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.

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.

Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do and adjusting actions in relation to others' actions.

Deductive Reasoning – The ability to apply general rules to specific problems to produce answers that make sense.

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; 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; 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 analysis and research techniques sufficient to be able to determine what information is needed, analyze desired information, and formulate logical recommendations.

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

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 inquiries.
Subject to many interruptions and varying and unpredictable situations.

Education Requirement:

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

Experience Requirement:

Three years of professional level experience performing marketing and/or public relations functions including research and analysis, developing public announcements and publications, and developing marketing and/or public relations strategies.

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.