

CITY OF FONTANA MARKETING COMMUNICATIONS SPECIALIST

DEFINITION: Under general direction of a Community Services Supervisor, will plan, direct and implement media relations (public information), collaborates with KFON TV, community relations, marketing, advertising, design and website management services for City programs, events, projects, activities and services to create a positive image of the City by encouraging citizen involvement and access, awareness, promoting communications.

ESSENTIAL FUNCTIONS: The employee must have the ability to:

- Develop and implement creative and innovative marketing strategies
- Coordinate marketing activities which result in increased facility rentals and public knowledge and awareness of programs, special events and City facilities
- Plan and organize marketing in print, internet, social media and KFON TV to enhance the City's image and to communicate issues, actions, services, vision and values.
- Assist with interdepartmental communications on the preparation, design, content, and marketing of City publications and communication opportunities, including articles, websites, KFON TV programming, press releases, brochures, newsletters, graphics and marketing materials.
- Develop and recommend new communications methods and enhancements to better achieve City goals
- Perform appropriate market research to determine needed marketing projects, programs, and services beneficial to the City and its target audiences
- Continually assess City and Program Marketing – Branding Standards and make changes as necessary
- Assist with technology development and management; including website, mobile and social media
- May provide assistance with photography and video production and editing, copywriting/speechwriting and outreach of marketing development
- Train staff as needed on marketing media communication, photography and other areas as needed
- Assist in the recommendation and implementation of goals and objectives; implement policies and procedures.
- Assist in the selection of staff; participate in the training of staff and volunteers; work with employees to correct deficiencies
- Assist in budget preparation and administration in assigned program area, prepare cost estimates for budget recommendations, monitor and control expenditures and develop alternative funding sources.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain cooperative working relationships with those contacted in the course of work.
- Perform any other tasks or functions deemed necessary to the daily operations of the employer.

THE ABOVE LIST OF ESSENTIAL FUNCTIONS IS NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY BY THE EMPLOYER.

WORKING CONDITIONS: Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement, and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision when preparing and reading written reports and other work related documents. Acute hearing is also required when providing phone and counter assistance.

EXPERIENCE AND TRAINING GUIDELINES: A combination of experience and training that would provide the required knowledge and abilities is qualifying. The employee must have the knowledge of:

- Marketing and communication practices
- Use of Social Media, Web, Cable TV, photography used as a Marketing Tools
- Current budgeting procedure and techniques
- Principles of supervision, training and performance evaluation
- Computers and related software, which may include; Adobe Creative Suite 5, Quark Express, Mac & PC Platforms, Print Production, HTML & CSS, and others as needed

EXPERIENCE: Two or more years of experience and knowledge of procedures and methods for marketing and media communications; design and marketing of City publications , including articles, websites, video programming, press releases, brochures, newsletters, graphics, and marketing materials, and government and community public relations. Supervisory experience preferred.

EDUCATION: Completion of the 12th grade or GED supplemented by college level coursework in marketing, communications, public administration or a related field. A Bachelor's Degree is preferred.

LICENSE/CERTIFICATIONS: Possession of, or ability to obtain, a valid Class "C" California driver's license. Possession of, or ability to obtain; First Aid and CPR certificates.