

**CITY OF POMPANO BEACH  
CLASS DESCRIPTION**

**JOB CODE 296**

**MARKETING DIRECTOR**

**GENERAL**

Under general direction of the City Manager's Office, this position is responsible for planning and directing marketing and public relations activities for the City with a focus on business attraction, tourism, arts and entertainment, retail business districts and commercial areas within a redevelopment area to create a vibrant, exciting destination for residents and visitors.

**EXAMPLES OF ESSENTIAL DUTIES**

*The examples as listed are descriptions of essential functions and are not necessarily all inclusive. The omission of an essential function of work does not preclude management from assigning duties not listed herein. Assigned duties, which are essential function of work not listed herein, are permissible if such functions are a logical assignment to the position.*

- Develops and implements plans to market the City and its services.
- Manages City-wide marketing campaign(s) to lead the City's public relations, branding, business attraction, tourism, arts and entertainment, and social media.
- Works with each department to develop unified and coordinated marketing and communication plans that drive and support customer needs.
- Develops communications materials to be used across multiple platforms including, but not limited to, interactive, mass, targeted, and broadcast media, special events, newsletters, web site, email and speeches.
- Develops innovative means, and potentially new tools, to communicate with customers across email, social media, on device, mobile, push notifications, direct mail, and more.
- Oversees the marketing budget.
- Develops programs and presentations for various audiences/events.
- Organizes promotional activities and campaigns.
- Incorporate industry/market best practices into new or existing processes.
- Manage the design of printed communications such as brochures and flyers, update web site, daily social media activity, create newsletters and coordinate media.
- Performs related duties as assigned.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of the principles, theories, philosophy and techniques of municipal, and commercial marketing, promotions, and advertising.
- Knowledge of using social media as a promotional tool. Experience in application of social media in business promotion and attraction, attracting residents and visitors to events.
- Knowledge of merchant development, merchant outreach processes and facilitation.
- Knowledge of main streets or businesses improvement districts and their activities.
- Knowledge of planning, coordinating and implementing special events, business promotions and multi-faceted activities.
- Ability to draft marketing plans and their application to municipal and community redevelopment initiatives, retail and commercial marketing.
- Ability to solicit and leverage sponsorships, grants, in kind and other services to support promotions, special events or activities.
- Ability to express ideas, facts, and information in a clear and concise manner, verbally and in writing, personable and friendly disposition and a positive can-do attitude with individuals or groups.
- Ability to establish and maintain effective working relationships.

- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.
- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability or political affiliation.
- Ability to maintain regular and punctual attendance.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree from an accredited college or university in Marketing, Public Relations, Business, Retail Sales or a related field, or a minimum of five (5) years proven experience in a related field, or any equivalent combination of training and experience. Master's degree preferred. Experience in developing and directing marketing plans, planning and coordinating special events and activities, retail marketing, business attraction, retail merchandizing. Experience in seeking sponsorships, value added promotions, advertising and media relations. High degree of oral and written communication skills and attention to detail. Self-motivated, self-starter with the ability to work under pressure and meet deadlines. Government experience is a plus. Strong understanding of new technologies and how they can be applied to marketing. Sound understanding of branding and marketing principles. Ability to develop and manage a budget. Creative and innovative. Team Player and Problem solver.

*A comparable amount of training and experience may be substituted for the minimum qualifications.*

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling, pushing, and pulling.

### **SPECIAL REQUIREMENTS**

Possession of a valid, appropriate driver's license and an acceptable driving record.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

11/2019

**Bargaining Unit:** Non-Bargaining

**FLSA:** Exempt

**Pay Grade/Group:** 35/50

**Location:** City Manager's Office

**GERS: Regular:** Regular Class