



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: MARKETING MANAGER

BARGAINING UNIT: [CIV MANAGEMENT](#) CODE NUMBER: 0760

PAY RANGE CODE: [16.1 MC](#) REVISION DATE: 2/23/2017

NATURE OF WORK:

This is supervisory work involving the management of the planning, implementation, and evaluation of public relations and press and marketing strategies. The individual in this position plays a key leadership role in managing staff in all department communications efforts. Work includes generating local press coverage of key messages, overseeing advertising and promotion, social media, and video and web development, content, and design. An employee in this position exercises considerable independence and receives general guidance from a supervisor.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Interviews, trains, and oversees the work of subordinates.

Actively seeks opportunities to promote the department to staff and the community while implementing and evaluating outcomes.

Writes and submits press releases while maintaining an appropriate working relationship with local and national news media. Fulfills press requests for information, interviews, story ideas, and photos. Serves as department's spokesperson as needed.

Works with the Webmaster on the design and content of the department's website.

Develops and manages a social media and other media marketing strategies for the department to increase engagement.

Coordinates budget input as it relates to marketing and graphics functions within the department.

Manages relationships with third-party advertisers, photographers, printers, designers, partner organizations, and other vendors.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

The following essential functions are specific to the designated department:

Omaha Public Library

Delivers effective customer services to all library users, both internally and externally, including responding to customer comments and complaints.

Responsible for the editorial direction, design, production, and distribution of the library's publications, including the annual report.

Takes photos of library events and maintains a photo gallery for internal and external use; obtains and files all signed release forms.

Works with library support organizations (OPL Foundation and Friends) to ensure a collective message and positive image.

Assists in development of policies and procedures for the library.

Monitors and evaluates library programs and strategies and recommends changes when appropriate.

Maintains records of published media generated by and about the library.

Writes and edits copy for a variety of library publications, including newsletters, annual reports, promotional flyers and brochures, online content, and more.

Assesses library service and program needs of Omaha residents, library patrons, and special target groups via formal and informal marketing research methods.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of Associated Press (AP) Style.

Knowledge of current trends in marketing and public relations including the use of various media sources.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Knowledge of budget preparation and budget management.

Knowledge of and ability to effectively navigate social media networks and websites.

Skill in hiring, training, assigning, scheduling, supervising, inspecting, and evaluating the work of subordinate personnel.

Skill in writing, including grammar usage, spelling, punctuation, vocabulary, and copy editing.

Skill in public speaking and giving professional presentations.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to prioritize and manage multiple projects and deadlines.

Ability to interpret municipal codes, personnel policies, and procedures.

Ability to plan, develop, explain, and implement new procedures and to revise as needed.

Ability to use tact and diplomacy when interacting with difficult customers.

Ability to identify, analyze, and resolve problems.

Ability to maintain confidentiality.

Ability to maintain accurate budget records.

Ability to clearly and concisely communicate both written and verbally.

Ability to understand oral or written instructions.

Ability to establish and maintain effective working relationships with fellow employees, community organizations, residents, media, and the general public.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit for 76 to 100% of the time; to reach, bend, stand, walk and lift from 51 to 75% of the time; and to climb, reach, stoop, squat, push, pull, and kneel up to 25% of the time.

Ability to move objects weighing up to twenty (20) pounds for 33% of the time and ten (10) pounds for 67 to 100% of the time.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Marketing, Communications, Public Relations, or related field.

SPECIAL QUALIFICATIONS

Must be able to transport oneself or coordinate transportation to locations throughout the City during the course of the work day.

Must be able to work a flexible schedule that includes evenings and weekends.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, humidity, odors, fumes, and noises.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Facsimile Machine
Copier

Printer
Scanner
Mobile Devices

Telephone
Digital Camera

Previous Revision Date(s): 4/1/10