

## CITY OF SPOKANE VALLEY

### POSITION DESCRIPTION

Class Title: Communication and Marketing Officer  
Department: Economic Development  
Division: NA  
Date: August 19, 2021

Job Code Number: 337  
Grade Number: 15  
FLSA Status: Exempt  
Location: City Hall

#### GENERAL PURPOSE

The purpose of this position is to assist in planning, coordinating and executing marketing programs to support organizational objectives.

#### SUPERVISION RECEIVED

Work under the general supervision of the Economic Development Director.

#### SUPERVISION EXERCISED

None.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

Effective use of the principles, practices, methods, and techniques of public/community relations, media relations, marketing, social media, content creation, message development and program management.

Coordinate and develop notices, flyers, brochures, newsletters, media releases, news articles, and other informational and marketing materials.

Plan, implement and oversee advertising campaigns using of all forms of media including but not limited to print, digital and video.

Develop and provide written and oral reports to elected officials, member agency representatives, stakeholders, and the public.

Collaborate with the City's Public Information Officer to develop and communicate Spokane Valley's brand.

Assist in the development of a strategic marketing plan with innovative campaigns that are driven by creative, online and offline efforts, brand and direct marketing, as well as community building.

Expand and promote recreation destinations in Spokane Valley.

Develop and coordinate the marketing budget allowing for optimization to ensure activities are effective, efficient and deliver a successful return on investment.

Communicate and work effectively with various internal teams to help define the marketing messages for various city initiatives.

Target marketing efforts of existing assets to core visitor demographics.

Grow the City's presence in regional events and promote local destinations to bring greater awareness.

Design and distribute branded marketing materials to sustain the City's existing tourism segments.

Conduct public outreach efforts for various projects and participate in public meetings or hearings.

Assist in the preparation of grant applications relating to economic development as assigned.

Coordinate consultant contracts, including consultant selection, contract development and monitoring, and project delivery, as assigned.

Coordinate and maintain the City websites.

Coordinates with outside organizations including but not limited to those charged with promoting tourism in the Spokane Valley and actively participate with those organizations to ensure implementation of city related programs and promotions.

Attend after work hour meetings as assigned.

## PERIPHERAL DUTIES

Investigate and follow-up on citizen requests for service, complaints, and requests for information.

Serve as a member of committees as assigned.

Attend professional development workshops and conferences to keep abreast of trends and developments relating to marketing.

Assist other staff members as needed.

## DESIRED MINIMUM QUALIFICATIONS

Education and Experience

- (A) Graduation from a four-year college or university with an emphasis in communication, journalism, public relations, public administration, marketing, or a related field providing education in writing and public policy.
- (B) Four (4) years of professional experience with escalating levels of responsibility in the field of public/media relations and/or marketing in a political office, government entity, major corporation, or nonprofit.
- (C) An equivalent combination of education and experience may be considered.

Necessary Knowledge, Skills, Abilities, and Other Traits:

- (A) Ability to understand and follow direction, exercise a high degree of sound independent judgment and work within established guidelines with little or no direct supervision.
- (B) Ability to communicate effectively both orally and in writing, including the ability to express complex issues clearly and concisely; and
- (C) Ability to prioritize multiple tasks and complete tasks on time; and
- (D) Ability to establish and maintain effective working relationships with coworkers, member agency representatives, elected officials, and stakeholders; and
- (E) Ability to work as part of a project team by supporting activities necessary to accomplish projects in a timely and professional manner; and
- (F) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

SPECIAL REQUIREMENTS:

Valid State Driver's License, or ability to obtain one.

## TOOLS AND EQUIPMENT USED

Personal computer, including Microsoft Office Suite and Adobe Creative Cloud; motor vehicle; calculator; phone; copy and fax machine; and various graphic design tools.

## PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office settings. Some outdoor work is required in the inspection of various land use developments and construction sites. Hand-eye coordination is necessary to operate computers and various pieces of office equipment

While performing the duties of this job, the employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk or hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

## WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet in the office, and moderate in the field.

## SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: \_\_\_\_\_  
Human Resources Manager

Approval: \_\_\_\_\_  
City Manager

Effective Date: August 16, 2021

Revision History: Not Applicable