

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Digital Engagement and Marketing Strategist	Job Family: 2
General Classification: Management	Job Grade: 34

Definition: To work independently to plan, create, implement, evaluate, and support strategic Citywide communications and outreach programs, projects, and initiatives with innovative digital content, media strategy, and marketing campaigns as well as assist with public information during Citywide emergency situations.

Distinguishing Characteristics: This is a management-level position dedicated to producing and executing communications, marketing, and media relation strategies consistent with City goals and objectives while using a storytelling communications approach and proactive information-sharing. This position receives direction from the Chief Communications Officer, stands in for the Chief Communications Officer when absent, and may exercise direct or indirect supervision over assigned staff.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Collaborate with the Communications and Outreach team and other departments to assess and respond to their communications and outreach needs. Develop and execute communication plans. Implement, support compliance with, and continually evaluate communications policies, protocols, and guidelines.
2. Lead, drive, and oversee communications initiatives, events, programs, projects, and content independently and in a collaborative team setting that fosters and promotes innovation. Present City information to the public in a timely, accurate, and effective manner.
3. Prepare presentations, talking points, videos, and speeches for the City Manager, Mayor, and Assistant City Manager as needed. Must demonstrate political acumen.
4. Manage and create strategy and content for City Manager's Office social media channels and the City's website. Develop, lead, implement, and maintain strategic and ongoing marketing, branding, and social media campaigns. Ensure common visual identity, including consistent branding, messaging, and voice. Oversee creation and distribution of content prepared by others.
5. Develop and assist leading a multi-media program, including video for proactive storytelling of the City's initiatives, programs, and services. Engage with the

community across various platforms to build relationships to enable proactive and positive interactions.

6. Assist with media relations management to promote the storytelling of the organization's key priorities, events, and messages and to facilitate positive outcomes. Exercise judgment to prioritize media opportunities.
7. Respond to and manage media requests for information in the absence of the Chief Communications Officer. Create, prepare, review, edit, and release information directly to the public and media, such as newsletters, reports, statistics, press releases, and other special municipal reports ensuring appropriate timing, tone, and content. Participate in this process for internal employee publications as needed.
8. Create and implement program and project work plans, including project budget; establish and monitor goals and outcomes with metrics; track, compile, analyze, and interpret complex quantitative and qualitative data to evaluate effectiveness; and determine pertinent trends and make improvements to enhance and maintain results.
9. Create, oversee, review, edit, and/or distribute innovative and diverse communications tools in print or digital form, which may include flyers, brochures, ads, newsletters, graphics, and videos to expand visibility and awareness of emerging issues, programs, priorities, and progress on community, City Council, and organization-driven goals, initiatives, and accomplishments.
10. Support communications and outreach goals of the Multicultural Engagement Program and targeted populations. Customize outreach content and medium to each population/initiative as appropriate to enhance civic engagement.
11. Enhance and promote the City's overarching brand; create digital marketing content to support the City's vision, organizational values, Code of Ethics, and cultural ideals; and deliver results that promote confidence in the organization and advance the organization's professional reputation.
12. Conduct research and analysis; make policy recommendations; and participate in development, revision, and implementation of policy related to communications.
13. Serve as the primary backup for the City's information needs when the Chief Communications Officer is unavailable.

14. Serve in the Public Information Unit of the City's Emergency Operations Center when activated.
15. Administer Requests for Proposals and contracts and oversee the work of contractors producing photography, videography, video editing, broadcasting of City meetings or special broadcasts, graphic design, and other media content services.
16. Provide Citywide training, coaching, and assistance in various aspects of digital communication and public information, including social media, personalized marketing campaigns, and writing style to promote effective and consistent public information and outreach methods and procedures Citywide.
17. Prepare reports and make effective presentations to City staff and community groups as needed.
18. Attend evening meetings and/or work various shifts, including nights, weekends, and holidays.
19. Perform other related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles and practices of public information, public relations, media relations, marketing, and community outreach; current trends and advanced concepts, methodology, and techniques of effective, transparent, and timely communication and outreach; current principles and practices of graphic design and media production; various forms of mass media, including print, television, radio, and internet and social media; structure and content of the English language, including spelling, punctuation, grammar, and rules of composition; graphic design and communication tools; public administration and City government structure and processes; pertinent State, Federal, and local laws, ordinances, and regulations; modern office procedures, methods, and computer equipment and software; principles of leadership, training, coaching, and mentoring; and City policies and procedures.

Ability to: Strategically and effectively manage complex public communication projects and programs through the creation and editing of various forms of media, including print, video, radio, and the internet and social media; support individuals in senior leadership positions and provide executive communications support and consultation, including to elected officials; pay close attention to detail; prepare and

present organized, accurate, and effective oral reports, oral and written statements, graphics, correspondence, documentation, and presentations; convey complex issues and technical information in a succinct and easy-to-understand manner; represent the City effectively; demonstrate a high level of emotional intelligence; work effectively and efficiently in a fast-paced environment with time-sensitive situations and meet deadlines; manage multiple projects and complex tasks simultaneously; exercise good judgment and sound decision-making, often in a changing environment; problem-solve and implement creative approaches; operate a computer using word processing, business, graphics, website, and photography/video software, and other office equipment and automated systems; learn and master new technology and concepts to stay abreast of new trends and innovations; communicate clearly, both orally and in writing; work independently with minimal supervision and collaboratively as a team member; lead a project team and exercise informal authority to build consensus and foster innovation at all levels; foster an environment that embraces diversity, integrity, trust, and respect; and establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training Guidelines: A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A bachelor's degree from an accredited college/university with major emphasis in communications, journalism, public or media relations, marketing, or a related field. Three years of increasingly responsible experience in public communications, public relations, marketing, or a related field. Required experience to include content creation, such as blogging, writing, video, and/or photography. Practical experience with emergency public information or managing a multi-media program is desired.

Required Licenses or Certificates: Possession of, or ability to obtain, a valid California Driver License. Accreditation in Public Relations from the Public Relations Society of America (PRSA) is highly desirable.

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Working Conditions: In addition to the regular work schedule, this position may be required to work evenings and weekends for meetings or in situations of emergency for communications response and media monitoring.

Established: June 2020

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HRD/CLASS SPECS

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