

MARKETING MANAGER

Job Code	Pay Grade
07552	SM5b

Nature of Work

This is a highly-responsible administrative, managerial and supervisory position responsible for marketing and public outreach activities of the Pinellas County Marketing and Communications Department. Primary responsibilities include: direct supervision of professional staff; coordination and delivery of marketing services; management of public outreach and events; and ensuring that high-quality services are provided to citizens, media and community partners. A high degree of independence, sound judgment, initiative, attention to detail, anticipatory problem-solving and administrative ability is essential. Work is performed under the supervision of the Bureau Director, Marketing and Communications, and is reviewed by observation, conferences, oral and/or written reports, as well as results obtained.

Minimum Qualification Requirements

- 8 years of professional experience providing marketing services in multiple formats (print, digital, broadcast, in-person) for diverse audiences that includes 1 year as a supervisor; or
- Associate's degree in, marketing, public relations, communications or closely-related field and 6 years experience as described above; or
- Bachelor's degree in one of the above fields and 4 years of experience as described above; or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly-desirable knowledge, skills, abilities and credentials relevant to the position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Directs, plans, and coordinates activities of the work performed by direct supervision and evaluation of subordinate professional marketing staff.
- Researches, plans, implements and reports on comprehensive marketing activities, including: marketing plans and programs, marketing solutions, public outreach, social media management and use of digital communications.
- Oversees marketing efforts and assignments among a team of project coordinators, marketing specialists, graphic designers, videographers, and administrative and technical staff.
- Supervises and ensures factual and grammatical accuracy of marketing collateral (print, digital, audiovisual, etc.) prepared for diverse audiences. Effectively manages dynamic deadlines.
- Anticipates and identifies marketing opportunities and solutions. Employs solid marketing, public relations and communications strategies to achieve desired communication outcomes.
- Promotes a variety of county-related programs through activities such as: public events, public speaking and tours.
- Manages event and marketing program logistics.
- May serve as a media liaison and effectively provide in-person, telephone and on-camera interviews on a variety of county topics.
- Represents the organization professionally at all times.
- Performs related work as assigned or required.

Knowledge, Skills, and Abilities

- Knowledge of the practices and principles of marketing and public relations.
- Knowledge of county government organization and functions.
- Knowledge of producing in print, digital and video mediums.
- Knowledge of the principles, practices and methods of information media.
- Knowledge of the principles of public administration and management.

MARKETING MANAGER (continued)

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Knowledge, Skills, and Abilities (continued)

- Knowledge of effective use of alternative media presentation and format.
- Knowledge of recent developments and advancement in marketing methodologies and technologies.
- Knowledge and skill in the use of office automation and desktop publishing equipment.
- Knowledge and use of AP Style in creation of written communications pieces.
- Skill in public speaking.
- Ability to apply computer applications and software.
- Ability to exercise sound judgment in analyzing situations and making decisions.
- Ability to plan, direct and supervise work of subordinate employees.
- Ability to simplify complex topics and scenarios into customer-friendly communication pieces.
- Ability to manage high-sensitivity scenarios with tact and diplomacy.
- Ability to meet stringent and dynamic deadlines with accuracy.

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Created	EEOC Code	Overtime Code
10/16	Professionals	Exempt