



## **Marketing Manager**

**Category:** Exempt  
**Pay Grade:** E25  
**Job Code:** 07552

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### **JOB SUMMARY**

Performs 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.

### **ESSENTIAL JOB FUNCTIONS (examples, 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 other related job duties as assigned.

### **QUALIFICATIONS**

#### **Education and Experience:**

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

**Special Qualifications (May be required depending on area of assignment):**

- 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.

**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;
- 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.

**PHYSICAL/MENTAL DEMANDS**

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:

- Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Reaching: Extending hand(s) and arm(s) in any direction.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

**WORKING CONDITIONS**

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.