

MARKETING AND COMMUNICATIONS ANALYST I  
MARKETING AND COMMUNICATIONS ANALYST II

DEFINITION

To perform professional marketing and/or public information duties in support of assigned department and City services and programs; to develop and utilize marketing strategies to inform and promote City programs and activities to customers and the general public; to act as a community and media liaison; to work collaboratively in support of technical program staff; and to provide professional marketing support to assigned management.

DISTINGUISHING CHARACTERISTICS

Marketing and Communications Analyst I – This is the entry level class in the Marketing and Communications Analyst series. This class is distinguished from the journey level by the performance of the more routine tasks and duties assigned to positions within this series. Employees at this level are not expected to perform with the same independence of direction and judgment on matters allocated to the journey level. Since this class is typically used as a training class, employees may have only limited or no directly related work experience. Employees work under general supervision while learning job tasks.

Marketing and Communications Analyst II – This is the journey level class within the Marketing and Communications Analyst series and is distinguished from the I level by the assignment of the full range of duties. Employees at this level receive only occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the operating procedures and policies within the work unit. Positions in this class are flexibly staffed and are normally filled by advancement from the I level.

SUPERVISION RECEIVED AND EXERCISED

Marketing and Communications Analyst I

Receives general supervision from assigned management staff.

May exercise direct supervision over technical, administrative support, and/or part-time personnel.

Marketing and Communications Analyst II

Receives direction from assigned management staff.

May exercise direct supervision over technical and administrative support personnel.

May exercise technical and functional supervisor over lower level professional personnel.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Develop and implement marketing and communication plans and strategies for assigned program areas and projects related to department and City operations, services and programs; foster public awareness of available services and programs.

Develop and conduct market research and public opinion surveys; analyze customer behavior, usages and trends; evaluate program and modify communication, advertising and outreach methods as necessary.

Develop and implement a variety of outreach activities and communications methods to educate and inform the public and customers regarding assigned programs in support of department goals; make presentations about programs and related value, benefits and cost savings.

Work closely with current or prospective customers to encourage continued or new program participation; address customer issues, concerns, and needs and resolve problems.

Develop customer contact and communications plan to establish point-of-contact relationship; serve as liaison to other City staff and departments relative to customer concerns or needs.

Schedule and coordinate news conferences, including preparation of news releases and related data and information; develop media relations to facilitate distribution and communication of information about City services and programs.

Respond to public, radio, television, and print media requests and other electronic media and forums with information about City programs and services as well as unusual circumstances/situations of immediate public interest, including emergency information; prepare, edit and coordinate press releases, media tip sheets, newspaper/magazine articles and related communications.

Write speeches and develop talking points for City staff and officials regarding programs, services and topics of resident interest; prepare scripts for City cable television programs and host such programs, as assigned.

Develop and implement a variety of promotional and advertising methods/materials to publicize services, programs, and events; prepare internal and external newsletters including writing, editing, layout, photograph placement, scheduling and coordination of printing and distribution.

Participate in budget preparation related to program areas; prepare costs estimates for budget recommendations for marketing and advertising; monitor expenditures.

Evaluate, recommend and implement new or modified policies, processes, or programs in response to customer needs and available new technology; propose methods for development and implementation.

## Marketing and Communications Analyst I/II

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Design, plan and implement marketing and advertising material; provide training and technical support to staff on marketing, advertising, writing, publicity and communication strategies and policies; participate in or oversee the design, development and publication of outreach and marketing materials.

Develop and oversee social media policy and sites; work with City departments in developing consistent website content; ensure accurate and current information is available regarding programs and services.

Test, troubleshoot, and install software; resolve customer account issues; work with third party vendors regarding computer applications and systems.

Assist in the development to the City's brand and style guide; recommend and implement changes to the City's brand; enforce adherence to the City's brand and style guide; establish department performance standards and methods for marketing and communication activities; oversee internet and intranet site regarding program activity content and users.

Plan, coordinate and implement community celebration events and recognition events for City staff and community members/groups.

Compose and prepare letters, brochures, and articles; submit articles and photographs to a variety of specialty publications; maintain files of newspaper articles and clippings on City activities and promotional programs.

Serve on a variety of City committees; assist City staff in the development of publications, promotional materials, and oral presentations as requested; attend meetings and make presentations to City Council, staff, and other organizations.

Plan, prioritize, assign, supervise and review the work of assigned personnel related to program activities.

Research, compile, and prepare reports as required; make presentations to commissions, community groups and outside agencies.

Answer questions and provide information to the public; investigate complaints related to program areas of assignment and recommend corrective action as necessary to resolve complaints.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Marketing and Communications Analyst I

Knowledge of:

Principles and practices of marketing, advertising, public relations, market research and analysis, printing and publishing.

Basic principles and methods as it pertains to social media tools and internal and citizen-to-government communication.

Practices and methods of developing and coordinating programs for customer services.

English usage, spelling, punctuation, and grammar.

Graphic design principles; web design and editing.

Modern office equipment, including personal computer programs for word processing, spreadsheet, database, desktop, audio/visual presentation, design and communications, digital photography and graphic/visual preparation and editing functions.

Effective presentation methods.

Basic budget preparation and monitoring.

Ability to:

Perform professional marketing and/or public information duties to promote and market assigned department and City services and programs.

On a continuous basis, know and understand all aspects of the job. Intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Learn pricing, rates, rate trends, and technical features of assigned department operations.

Conduct market research and analysis.

Make public presentations.

Learn City organization, services, and programs.

Interpret and explain pertinent department and City policies and procedures.

Use personal computer applications such as word processing, spreadsheet, and databases.

Prepare a variety of reports and maintain accurate records and files.

Supervise, train and evaluate assigned technical and administrative support personnel.

Attend evening or weekend meetings as required.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

#### Experience and Training

##### Experience:

No professional experience is required.

AND

##### Training:

A Bachelor's degree from an accredited college or university, preferably in marketing, communications, graphic design, public relations, advertising, business administration, journalism, public administration or a related field.

##### License or Certificate:

Possession of a valid California driver's license by date of appointment.

#### Marketing and Communications Analyst II

In addition to the qualifications for the Marketing and Communications Analyst I:

##### Knowledge of:

Principles and practices of cost benefit analysis as related to assigned department operations.

City organization, services, and programs.

Current marketing, advertising, and public relation principles and practices.

Graphic design principles.

Social media tools used to enhance internal and citizen-to-government communication.

Sophisticated computer software used in design and communications, digital photography and graphic/visual preparation and editing functions.

Pertinent local, State and Federal rules and regulations.

Features and elements to assigned department marketing programs and activities.

Program evaluation and analysis.

Ability to:

Independently perform professional marketing and/or public information duties to promote City services and programs.

Analyze market changes to determine new business and program opportunities.

Collect, analyze and interpret customer data.

Prepare and make effective oral presentations to a variety of formal and informal audiences.

Assist in developing operating policies and procedures related to area of assignment.

Experience and Training

Experience:

Two years of responsible experience performing duties similar to that of a Marketing and Communications Analyst I with the City of Roseville.

AND

Training:

A Bachelor's degree from an accredited college or university, preferably in marketing, communications, graphic design, public relations, advertising, business administration, journalism, public administration or a related field.

License or Certificate

Possession of a valid California driver's license by date of appointment.

04-02-18

08-25-12      Marketing and Communications Analyst I/II

08-27-09

10-01-03

07-01-02

07-12-00      Marketing Specialist I/II