



# Communications Manager

| CLASS TITLE               | CLASS CODE | SALARY GROUP | SALARY RANGE         |
|---------------------------|------------|--------------|----------------------|
| COMMUNICATIONS MANAGER I  | 1830       | B16          | \$37,918 - \$58,130  |
| COMMUNICATION MANAGER II  | 1831       | B18          | \$42,521 - \$67,671  |
| COMMUNICATION MANAGER III | 1832       | B20          | \$48,158 - \$77,477  |
| COMMUNICATION MANAGER IV  | 1833       | B22          | \$54,614 - \$88,703  |
| COMMUNICATION MANAGER V   | 1834       | B24          | \$62,004 - \$101,556 |

## GENERAL DESCRIPTION

Performs marketing work, compiling and disseminating marketing information and data.

## EXAMPLES OF WORK PERFORMED

Conducts surveys and studies to determine the effectiveness of marketing practices and the potential of new markets.

Gathers data and analyzes cost and product information.

Maintains contact database and records and establishes contacts to promote CTCOG programs.

Provides guidance and information on marketing programs and products.

Performs related work as assigned.

Develops and prepares organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for websites and social media.

Prepares and conducts speeches, press conferences, or meetings.

Conducts interviews and research, verifies sources, and ensures the completeness and accuracy of print and online materials.

Responds to general inquiries about agency activities.

Obtains art and photographs for presentations, publications, and audiovisual productions.

Conducts marketing outreach to community and professional groups to promote interest in agency activities.

Establishes an effective presence on social media, including posting approved messages.

Analyzes content for accessibility and recommends changes to make content accessible and remediate accessibility issues.

Participates in usability testing for online content and develops enhancements.

Plans layout, design, illustration, production, color selection, and ink and paper selection for artwork.

Performs related work as assigned.

## DESCRIPTION OF LEVELS

**Note:** Any senior-level employee (levels IV-V) can serve as a team lead or supervisor. Senior-level employees may perform the full range of work listed in the examples above and may coordinate or oversee that work by others. Factors that may distinguish between senior levels include the scope of responsibility and oversight, the complexity of the work performed, and the employee's related experience, education, and certifications.

**COMMUNICATIONS MANAGER IV:** Performs advanced (senior-level) marketing work, coordinating a variety of marketing, outreach, and economic development activities. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may fully perform highly complex marketing work and may:

Develop marketing programs and activities.

Develop, plan, and implement marketing programs and promotional and merchandising strategies.

Develop and market plans to complement statewide marketing goals.

Design, review, and edit promotional materials for marketing effectiveness.

Recommend and administer marketing policies and procedures.

Identify sources of products and commodities.

Provide guidance on effective methods of marketing programs and products.

Research and develop strategies and plans that identify marketing opportunities and new project development.

Establish and implement short- and long-range goals, objectives, policies, and operating procedures.

**COMMUNICATIONS MANAGER V:** Performs highly advanced (senior-level) informational and communications work. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may independently perform the most complex informational and communications work and may:

Oversee preparation and distribution of news and information content produced by the organization.

Oversee illustrative, photographic, or audio visual content of products.

Oversee planning and implementation of public information programs, conferences, seminars, workshops and public hearings.

Oversee use of social media sites, including approving messages and general comments.

Develop website and social media content strategies, policies, and procedures.

Lead the evaluation and selection of social media platforms and software.

## **GENERAL QUALIFICATION GUIDELINES**

### **EXPERIENCE AND EDUCATION**

Experience in marketing work. Graduation from an accredited four-year college or university with major coursework in business administration, marketing, communications, or a related field is generally preferred. Experience and education may be substituted for one another.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

#### **For all levels**

Knowledge of marketing products, services, and associated equipment; and of the principles and dynamics of marketing and merchandising.

Skill in conducting presentations to individuals and groups, and in the use of a computer and applicable software.

Ability to develop marketing strategies and to communicate effectively.

Knowledge of current marketing and merchandising practices, governing laws, and market reporting procedures.

Ability to oversee and/or supervise the work of others.