

## Marketing Project Manager

Class Title	Class Code	Salary Group
Information Specialist IV	1833	B21

**Salary Range:** \$48,278 - \$78,953

**State Classification Job Title:** Public Information Officer IV

### General Description

Performs highly complex (senior-level) informational and communications work. Work involves coordinating the research, writing, editing, and production of content and materials for release to various communications media (news, print, digital, and/or social media) and for use by the organization, the general public, and other agencies. Assists in the development of documents and materials supporting organizational objectives. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment.

### Distinguishing Characteristics

The Information Specialist job classification series is intended for positions that are responsible for communications, media, public relations and/or social media.

### Examples of Work Performed

Coordinates and evaluates the preparation and distribution of organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for Web sites and social media.

Coordinates the illustrative, photographic, or audiovisual content of products.  
Plans and executes public information programs, conferences, seminars, workshops, and public hearings.

Develops advertising, marketing, and promotional materials.

Develops/writes message, prepares and conducts speeches, press conferences, or meetings.

Presents information to the public.

Collaborates with agency leaders and team members about public information options, and develops project communication strategies.

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

Develops, inputs, and monitors content on social media sites.

Develops job-related business relationships and serves as the primary agency liaison with the media, and coordinates media visits.

Markets programs to community and professional groups to coordinate, improve, and stimulate interest in agency programs.

Supports changes to digital and social media and participates in usability testing and enhancements.

Establishes and analyzes advertising, sales and marketing related performance metrics including but not limited to reports on social media or Web site activity and its effectiveness.

Makes recommendations for adjusting marketing/outreach strategies based on performance metrics.

Conducts interviews, researches sources, and ensures the completeness and accuracy of printed and online materials.

Develops strategies and tools to improve digital media presence.

Performs related work as assigned.

## **General Qualification Guidelines**

### Experience and Education

Experience in journalism, video, public information, communications, or media relations work. Graduation from an accredited four-year college or university with major coursework in journalism, digital media, advertising, communications, or a related field is generally preferred. Experience and education may be substituted for one another.

### Knowledge, Skills and Abilities

Ability to communicate effectively.

Skill in the use of a computer and applicable software, in editorial and design concepts/practices, preparing reports, and in collecting and analyzing data/information.

Skill in the use of Word Press and Adobe Premiere. Adobe certification is a plus.

Knowledge of organization's functions, policies, and procedures; of news and communication media; of various social media platforms; of editing and preparing informational material; of copy layout; and of publishing and broadcast industries.

Ability to research and prepare information, to design communication plans and materials related to the goals and priorities of the agency, to compose usable content for the Web and social media, to prepare copy and scripts, and to design/implement broad communications plans and materials.