

The Maryland-National Capital Park and Planning Commission

TITLE:	Public Affairs and Marketing Manager	GRADE: J	CODE: 2817
SERIES:	Public Affairs and Marketing	DATE: 4/24/13	FLSA: Exempt
		EEOC: Professional	

Class Definition

Under general direction, plans, organizes, directs and manages a comprehensive public affairs work program (i.e., event management, community relations, marketing, media relations or public information) for a department. Coordinates activities with other divisions and departments in support of Commission goals and objectives. Stays abreast of current topics and initiatives within the Department and the Commission and facilitates accurate communication about these issues to the community. Manages a minimum of two professional-level employees consistent with the Fair Labor Standards Act requirement for exemption as a supervisor. Performs other duties as assigned.

Examples of Important Duties

1. Plans, schedules, assigns and reviews the work of staff. Sets individual goals and objectives with staff members and evaluates staff performance. Selects and trains staff. Monitors, evaluations and takes action to enhance staff and organization performance. Monitors staff completion of assignments for timeliness, accuracy, and effectiveness in meet work objectives. Conducts required performance planning and review activities. Identifies training and development needs and resources. Recognizes and resolves personnel issues in accordance with Commission policies and procedures. Initiates and recommends personnel actions.
2. Develops and implements short and long-term goals, objectives, policies and procedures for the department-wide work program. Works with staff to evaluate effectiveness of programs and activities. Manages department-wide program budget.
3. Provides staff assistance to the Planning Board with regard to public relations activities.
4. Provides public relations advice and counsel to Chairman, Board members, and senior management.
5. Prepares, writes and coordinates speeches, talking points, remarks, correspondence and policy statements.
6. Facilitates communication between the Commission, government agencies, elected officials, etc.
7. Issues communications to the public on Board and Department activities and policies.
8. Plans, directs, organizes, manages and supervises a comprehensive public affairs work program for a department which may include event management, community relations, marketing, public information, or media relations.
9. Coordinates contract processes and management. Writes specifications and participates in contract negotiations. Identifies contractor standards and monitors contractor performance.

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Examples of Important Duties (cont.)

Event Management:

Directs or manages departmental special events. Directs or manages the planning of major public events such as public forums, ground breakings and dedications. Assures that interests and image of the Department and Commission are represented and protected. Directs and approves appropriate invitees, program guests and programs. Writes and approves speeches and scripts and coordinates events. Supervises support from outside vendors and Commission staff.

Community Relations:

Directs and manages a strategic departmental community relations program. Directs and manages the development of ideas for community outreach publications. Manages, writes, edits and coordinates the department's major publications, website, print and electronic media. Meets with residents, community groups, recreation councils, etc. to identify needs, plan programs and special events and responds to questions. Supervises and conducts demographic trends research on residential areas and communities as they may impact facilities and services. Organizes and directs implementation of community outreach strategies to inform diverse communities about department programs, services, and facilities. Oversees and manages the implementation of community outreach forums, information booths at events and public presentations. Ensures the development and maintenance of informational databases.

Marketing:

Directs, develops, recommends, and implements comprehensive department-wide marketing strategies to generate greater awareness of department programs, services, activities and facilities. Manages projects. Supervises, writes, edits and coordinates major publications, website, print and electronic media. Leads and participates in the development, recommendations and implementation of marketing plans. Oversees and directs surveys and other marketing-related research; analyzes and approves results.

Public Information:

Directs and manages the development and implementation of a strategic departmental public affairs program. Directs the creation, collection, and analysis of surveys. Plans and develops departmental events. Provides, coordinates, and directs outreach efforts and public noticing support for projects and initiatives.

Media Relations:

Develops and oversees the implementation of strategic departmental media relations programs. Advises department management and staff on media relations policies; conducts staff training in media relations. Responds to news media inquiries; arranges interviews and story placements. Ensures media contacts are provided accurate, consistent and timely responses to inquiries. Promotes department programs, services and facilities. Develops and reinforces effective working relationships with news media. Advises department management and staff on media relations policies; conducts staff training in media relations. May serve as spokesperson. Provides and coordinates outreach efforts and support for planning, development and

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Examples of Important Duties (cont.)

partnership projects and initiatives. Provides support for community meetings, forums, and public hearings. Prepares and disseminates public notices and legal advertising. Prepares written materials including agendas, remarks and speeches. Maintains proper legal records.

Important Worker Characteristics

- A. Extensive knowledge of: (1) public affairs principles, concepts and practices; (2) principles of supervision; (3) public relations; (4) journalism; (5) marketing; (6) public administration; (7) political science; (8) Commission activities, organization, and policies and procedures;* (9) presentation techniques; and (10) graphic standards.
- B. Skill in: (1) operation of audio-visual equipment and microcomputer with appropriate software; (2) problem solving; (3) creative and effective writing and editing covering a wide range of subject matters and communication tools; (4) developing community outreach materials and tools; (5) communicating with a variety of individuals and groups with tact and diplomacy; (6) brand messaging; (7) project management; and (8) setting goals, objectives and priorities.
- C. Ability to: (1) analyze and evaluate community interests; (2) comprehend technical reports and correspondence; (3) plan and organize work efficiently; (4) provide good customer service; (5) communicate effectively; (6) critically evaluate a variety of subject matters; (7) establish and maintain effective working relationships; (8) meet deadlines and to work under pressure; (9) lead and motivate employees; and (10) communicate effectively, both orally and in writing.

*Developed primarily after employment in this job class.

Minimum Qualifications

- 1. Bachelor's degree from an accredited college or university in journalism, public relations, English, political science, marketing or other related field, and six years of experience in journalism, public relations, political science, or marketing, including two years of supervisory experience; or
- 2. An equivalent combination of education and experience.
- 3. A valid driver's license in accordance with both State and Commission rules and regulations. Driver's license must be unencumbered by restrictions, revocations, suspensions, or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required of their position.

Working Conditions

Work is primarily performed in an office with considerable pressure to meet deadlines. May occasionally work evenings, weekends, and holidays. Driving is required. Regular contact and interaction with the general public, staff, and media.