

**Director of Marketing**  
(City of Albany)

**DISTINGUISHING FEATURES OF THE CLASS:** The Director of Marketing is responsible for the planning and implementation of public relations and marketing activities regarding City of Albany local government programs, services, accomplishments and policies. The position requires creativity and imagination with a demonstrated flair for written and visual presentation of information. The work is performed under the general direction of the Mayor with leeway allowed for carrying out day-to-day responsibilities of the position. Supervision is exercised over Marketing Coordinators and other support personnel. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- Develops communications materials to be used across multiple platforms including, but not limited to, interactive, mass, targeted, and broadcast media, special events, newsletters, web site, email and speeches.
- Creates standards and assists departments with the development and enhancement of specific department media;
- Work with department heads, their representatives and designees, supervising the visual and marketing design aspects of all programs and services;
- Develops innovative means, and potentially new tools, to communicate with customers across email, social media, on device, mobile, push notifications, direct mail, and more.
- Obtains content information and coordinates graphic content for web-based marketing and published material; including news releases, newsletters and brochures;
- Communicates to the public through web-based media, including overseeing the graphic elements of all departmental websites, maintaining consultative supervision over design work of department web site and social media editors, suggestion of style content and overall presentation of public information being delivered;
- Produces computerized/web-based presentations utilized by executive staff for external or internal use with focuses on visually communicating both abstract ideas or tangible data relating to, but not limited to; capital projects, annual budgets, community issues or intergovernmental initiatives;
- Provide accessible, easily understood information about public services and programs using various communication strategies, tools and tactics;
- Interviews staff, elected officials and board members on stories of interest, including legislative topics, City services/programs, construction/development projects and the city workforce;
- Develop and implement plans for advertising and promotional campaigns to enhance community awareness and public relations including marketing strategies to promote City facilities and services;
- Develops and produces original designs for logo, identity projects, branding and marketing materials in multiple formats and languages;
- Oversees disseminating news and information through a variety of media outlets, including print;
- Performs other related duties as needed.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Excellent written and verbal communication skills;
- Comprehensive knowledge of the principals and practices of graphic design for web-based and other electronic media;
- Working knowledge of the City of Albany and surrounding areas;
- Strong interpersonal skills;
- Ability to navigate conflict and/or high intensity situations;
- Strong time-management skills and the ability to multi-task and work in a fast-paced environment
- Knowledge of and ability to use traditional and new media tools;
- Ability to analyze data and summarize and/or develop presentations for public distribution; and other skills related to communications, community outreach and public engagement;
- Ability to establish and maintain cohesive working relationships with all levels of administration, personnel and the general public;
- Experience using various Microsoft Office including but not limited to Word, Excel and PowerPoint;
- Experience using various marketing software's such as Constant Contact, MailChimp, Google Analytics or equivalent software's;
- Experience with design software such Adobe Creative Suite and/or Canva;
- Physical condition commensurate with the demands of the position

**MINIMUM QUALIFICATIONS:**

- A. Graduation from a regionally accredited or NYS registered college or university with a bachelor's degree in journalism, communications, marketing, public relations or closely related field and two (2) years professional experience in public relations, journalism, community relations, tourism or closely related field; **OR**
- B. Graduation from a regionally accredited or NYS registered college or university with an associate's degree four (4) years of professional experience in public relations, journalism, community relations, tourism or closely related field; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and six (6) years of professional experience in public relations, journalism, community relations, tourism or closely related field; **OR**

**SPECIAL REQUIREMENT:**

Possession of a valid New York State Drivers' License is required at time of appointment and for the duration of employment