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| **Department:** Marketing & Communications | **Job Status:** Full Time |
| **FLSA Status:** Exempt | **Reports To:** Chief Executive Officer |
| **Work Schedule:**1st shift | **Amount of Travel Required:   10**% |
| **Positions Supervised:** | **Revised: 07/2017** |
| Public Outreach Coordinator –Digital Media  Public Outreach Coordinator – Comm. Engagement  Marketing & Communications Assistant  Information Center Representatives  Administrative Assistant |  |

**POSITION SUMMARY**

Manages marketing and communication functions by planning and implementing marketing and community awareness programs, serving as media liaison, and overseeing other public relations efforts by performing the following duties personally or through other employees.

Requirement

ESSENTIAL FUNCTIONS

* Direct the authority’s overall public relations strategy, including day-to-day media interaction and communications. Act as the authority’s primary spokesperson and/or provide strategic communications counsel to the Board and executive leadership as needed.
* Ensure that communications and brand messaging is consistent across all platforms. Work with staff to develop digital assets, multimedia content, and cross-platform communications. Use existing and emerging technologies to facilitate communications with customers, partners, and the public.
* Direct the design and implementation of marketing programs and activities personally, through other employees, or through the authority’s marketing firm(s) and consultants. Areas include brand management, advertising, promotions, special events, and communications with passengers and the public at large.
* Develop internal communications that share information on agency initiatives and programs to develop an informed employee base. Support internal branding efforts that contribute to a positive organizational culture.
* Manage market research activities to maintain current demographic and community attitude measures.
* Act as liaison to the Rapid cities and other local entities for activities such as participation in special events, speaking engagements, and other means of involvement to demonstrate The Rapid’s commitment to the community it serves.
* Act as the agency’s FOIA officer, responding to all requests and maintaining agency procedures that conform to applicable laws.
* Directly participate or assign to staff to internal committees to represent customer service and public perception in agency decision-making.
* Observe and report on social, economic and political trends that might affect the agency
* Assign, supervise and review the activities of staff members of the department.

**Reasonable Accommodations Statement**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

**POSITION QUALIFICATIONS**

**Competency Statement(s)**

* Accountability - Takes personal responsibility for the quality and timeliness of the work performed. Achieves results with little oversight.
* Communications - Ability to communicate effectively with others both orally and in writing.
* Customer Service - Ability to take care of the customers’ needs while following company procedures.
* Ethics & Integrity - Earns others' trust and respect through consistent honesty and professionalism in all interactions.
* Honesty / Integrity - Ability to be truthful and be seen as credible in the workplace.
* Leadership - Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
* Management Skills - Ability to organize and direct oneself and effectively
* Reliability - Prompt and dependable. At work as scheduled. Plans ahead and communicates scheduling concerns to leadership.
* Relationship Building - Ability to effectively build relationships with customers and co-workers.
* Responsibility - Ability to be held accountable for the work performed and taking responsibility for your actions.
* Teamwork - Promotes cooperation and commitment within a team to achieve goals and deliverables.

**SKILLS & ABILITIES**

**Education:** Marketing or relatedBachelor's Degree (four year college or university)

**Experience:** Three to seven years related experience

**Computer Skills**

Basic computer skills including proficiency in Microsoft Office Suite and the ability to learn proprietary systems as necessary.

**PHYSICAL DEMANDS**

Employee must occasionally lift or move up to 25 pounds for movement of boxes, files or other items. May also include frequent bending, stooping, squatting, pushing and pulling. Employee is required to perform job duties in accordance with existing health and safety procedures and policies.

While performing the duties of this job, the employee is regularly required to sit for extended periods. The employee is frequently required to walk and stand. Use of hands and arms is necessary to reach or use various tools or objects. Specific vision abilities required by this job include close vision and ability to adjust focus.

Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Rapid has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and The Rapid reserves the right to change this job description and/or assign tasks for the employee to perform, as The Rapid may deem appropriate.