CITY OF SANTA ROSA
invites applications for the position of:
Marketing and Outreach Coordinator
An Equal Opportunity Employer

SALARY: $41.07 - $52.44 Hourly
$7,119.42 - $9,089.67 Monthly

OPENING DATE: 03/05/18

CLOSING DATE: 03/19/18 11:59 PM

THE POSITION:
The City of Santa Rosa announces an exciting opportunity to serve City residents as a Marketing and Outreach Coordinator!

This recruitment will be used to establish a hiring list for the Marketing & Outreach Coordinator job classification. A current vacancy exists in the Planning & Economic Development that will be immediately filled from this list, with more details on this position below. Marketing & Outreach Coordinator vacancies during the coming year may be filled from this list and all interested candidates are encouraged to apply.

The Current Opening
The Marketing and Outreach Coordinator in Planning and Economic Development (PED) will have a wide variety of responsibilities, including developing, managing, and implementing public outreach communications and marketing collateral for PED projects and initiatives, develop and manage strategies related to business attraction, retention and expansion, lead programs and board participation related to the Santa Rosa Tourism Business Improvement Area, and participate and/or manage the local production team for economic development driven events such as the IRONMAN. The incumbent will develop and manage content for the department's internal and external websites and social media pages, and edit and publish the department's e-newsletter. Duties will also include designing and developing marketing and communications materials such as posters, brochures, maps, videos, radio and print advertisements.

The ideal candidate for the position in Planning and Economic Development is a team player exhibiting:

- extensive experience presenting to and engaging with a variety of stakeholders, including governmental bodies, members of the public and a variety of public agency staff;
- an innate curiosity and creativity to seek solutions, process improvements and/or opportunities within the City organization and in partnership with the private sector, relating those back to economic development strategies;
- expertise in overall marketing strategy, branding, public relations;
- expertise with a variety of digital/social and traditional media, including webpage design and/or management;
- extensive experience developing and implementing effective marketing campaigns aimed at increasing public awareness of City services; and
- excellent public speaking and written communication skill
**The Economic Development Division**
The Economic Development Division focuses on three key areas: industry cluster development, innovation and entrepreneurship, and business climate, culture and communication. Current efforts within these strategic initiatives include the development and/or enhancement of systemic improvements for current and emerging industry clusters (e.g. the craft food and beverage sector), communicating the economic value of proposed intensification of land use and the diversification of housing stock, and engaging the public in informing and understanding process improvements in the City’s entitlement and permitting processes.

In addition, the Division is the primary liaison with local and regional Chambers of Commerce and other regional business groups, and manages the Santa Rosa Tourism Business Improvement Area assessment ordinance through which the www.OutThereSR.com tourism and local pride program and campaign is run.

**The Department**
The Planning & Economic Development Department provides a wide range of development services to this dynamic and growing community, developing long-range plans for the growth of Santa Rosa and reviewing development proposals for consistency with those plans. In conjunction with a recent study and report, the Department has embarked upon a comprehensive Process Improvement Action Plan to create greater efficiencies and predictability in the development review process.

These are very busy, challenging, yet rewarding times for the Planning and Economic Development Department due to dramatic increase in activity as a result of the unprecedented October 2017 fire disaster in which several businesses and 5% of the City's housing stock were destroyed.

**The City of Santa Rosa**
A charter city incorporated in 1868, Santa Rosa is the county seat of Sonoma County, one of California's premier wine growing regions, and is the gateway to tourist destinations in the redwoods and on the coast. Santa Rosa is the 26th largest City in the state. It occupies 41 square miles and serves a population of 170,000. The City has a historic preservation program and has environmental diversity.

The City of Santa Rosa provides a full range of services including police and fire protection; construction and maintenance of streets and other infrastructure; water, storm water, and wastewater utilities; housing services through its Housing Authority; economic development; transit; parking; and recreation, parks, and cultural services, including a municipal golf course. The City of Santa Rosa's residents work in a well balanced mix of management, professional, manufacturing, sales, tourism, transportation, construction, and service jobs. The City also plays an important role in supporting the agriculture and tourism industries of California's north coast.

**EXAMPLES OF DUTIES AND RESPONSIBILITIES:**
Marketing and Outreach Coordinators develop, implement and administer marketing and outreach, media relations, and/or local, state, and federal legislative updates for assigned City Department programs and projects, including the following activities:

- Develop and implement social marketing campaigns
- Develop and manage programs designed to increase and expand program participation
- Train and educate employers, schools, legislative bodies, and the public about department programs
- Serve as liaison with media, including print, radio, TV and social media accounts;
- Develop and maintain department and/or program websites
• Plan and deliver outreach programs and presentations for schools, service groups, neighborhood groups, legislative bodies, and other external organizations;
• Conduct outreach to surrounding communities
• Develop and/or deliver presentations to department managers, community groups, boards, commissions, City Council, and other government agencies
• Production of a variety of materials for marketing purposes to both English and non-English speaking audiences, including but not limited to press releases; articles; radio advertising spots; newsletters, video, department websites and all web-based outreach media
• Build support and advocacy by developing and managing relationships between the City staff, the public, neighborhood groups, legislative bodies, associations, major employers and public interest groups
• Establish and maintain working relationships with media contacts and assist new media contacts
• Develop and negotiate partnering agreements (e.g., financial sponsorships; liaison with other agencies)
• Manage departmental resources, including assigned budgets
• Monitor and evaluate program/project participation, progress and outcomes

Following are examples of additional duties in the Planning and Economic Development Department:

• Develop and implement annual marketing plan for the Santa Rosa Tourism Business Improvement Area in partnership with the Santa Rosa Convention and Visitors Bureau
• Coordinate and/or participate in select visitor events such as IRONMAN and GranFondo
• Respond to incoming business facilitation inquiries including regulation/permitting assistance, connecting inquiries to relevant commercial real estate information and gathering industry information such as market studies and demographics
• Create marketing materials and campaigns to increase awareness of Council Economic Development Initiatives.

For a list of duties in all departments, please see the full job descriptionHERE.

REQUIRED QUALIFICATIONS:
The following are common to all assigned areas:

Knowledge of: effective marketing and promotional strategies; principles and practices of program development, implementation, and evaluation; data collection and research methods including but not limited to opinion surveys; contract administration; general elements of grant writing; graphic design principles; current graphic design software capabilities and functions; local, state and federal laws, proposed legislation and regulations related to assigned programs.

Ability to: establish and maintain cooperative working relationships with associates, municipal officials, and the public; manage departmental resources responsibly and effectively; operate computer software such as desktop publishers, presentation software, graphic design, spreadsheets, and databases; develop and manage web pages; compile and analyze statistical information; make creative and effective verbal and visual public presentations to a variety of audiences; research and prepare technical reports; communicate complex information and proposals in a concise, logical and understandable manner to both technical and non-technical audiences; write effectively and edit the writing of others; plan, organize, implement, direct, manage and evaluate program activities related to department and section assignments; develop effective marketing programs to reach diverse target markets.

Attendance at public meetings and community events require the ability to work occasional evenings and weekends.
Experience and Education: Any combination equivalent to experience and education that could likely provide the knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience** - Sufficient responsible experience in coordinating development, implementation and maintenance of a comprehensive marketing program, which demonstrates possession of the knowledge and abilities listed above. Experience with marketing a public service desirable.

**Education** - A Bachelor's degree from an accredited college or university, with major coursework in communication, public relations, public or business administration, marketing, environmental studies, political science, or a closely related field. An advanced degree in a related field is highly desirable.

License or Certificate:

This classification requires the ability to perform work at various locations. Individuals must be physically capable of operating a motor vehicle safely and possess a valid, Class C, California Drivers License, or be able to demonstrate the ability to travel on scheduled or unscheduled visits to various City facilities or work locations which may or may not be reachable by public transportation.

**ADDITIONAL INFORMATION:**

**Selection Process**

All applications and supplemental questionnaires will be thoroughly reviewed. Candidates whose qualifications as presented most closely match the needs of the City in this position will be invited to continue in the process, which includes a structured interview process tentatively scheduled for **April 11, 2018**.

See the job description [HERE](http://agency.governmentjobs.com/srcity/job_bulletin.cfm?JobID=1984227) for Working Conditions and Physical Requirements.

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APPLICANT'S RESPONSIBILITIES:

Before making the final submission of the application, it is your responsibility to ensure you are submitting a complete application package, which will consist of a complete application for employment reflecting all jobs you have held during at least the last 10 years and may consist of additional required documents and a complete supplemental questionnaire. A resume will not be accepted in lieu of a complete application. Your responses to any supplemental questions describing specific work experience and education must clearly correspond to work history and education on your application.

**SPECIAL ACCOMMODATIONS:**

If special accommodations are necessary at any stage of the examination process, e.g., written examination, oral appraisal interview, assessment center or other activity, you must request an accommodation within five (5) business days of being noticed that an event requiring accommodation is occurring and every attempt will be made to consider your request. To request an accommodation, please visit our website at [www.srcity.org/jobs](http://www.srcity.org/jobs) or call Human resources at 707-543-3060. The City is an equal opportunity employer.
Marketing and Outreach Coordinator Supplemental Questionnaire

* 1. The City of Santa Rosa currently has one opening in the Planning and Economic Development Department. The list of eligible candidates may be used to fill future openings in other departments. Please indicate which departments you are interested in and wish to be considered as opportunities arise.
   - Planning & Economic Development
   - Water Department
   - Transportation & Public Works
   - Police Department
   - Recreation & Parks

* 2. How many years of experience do you have developing and managing marketing projects, programs, and/or campaigns?
   - None
   - up to one year
   - between one and two years
   - between two and four years
   - four or more years

* 3. Which of the following best describes your level of education in communication, public relations, public or business administration, marketing, or a closely related field? (Please be sure to document this in the Education section of your application profile.)
   - I have completed college coursework in an unrelated field (no degree)
   - I have completed college coursework in a related field (no degree)
   - I have a Bachelor's degree in an unrelated field
   - I have a Bachelor's degree in a related field
   - I have a Bachelor's degree in an unrelated field but have completed coursework in these fields
   - I have a Master's degree in a related field
   - I have no degree but do possess four or more years of directly related work experience

* 4. Describe your experience developing, implementing, and evaluating marketing or public outreach programs. Include your responsibilities such as strategy, branding, media outreach, production of promotional materials, social media marketing, website design, and event planning. Also specify experience with design software tools.

* 5. Describe your experience understanding industry trends and/or legislative changes, interpreting their impacts on your organization, and communicating the changes and impacts to the community.

* 6. Describe your experience communicating with various media outlets, including developing and issuing press releases, newsletters, radio advertising, and social media campaigns.

* 7. Describe your experience making presentations to and communicating with various stakeholders, including members of the public, elected officials, neighborhood groups, business organizations, or public interest groups on behalf of an agency.
* Required Question