



Position: Director of Marketing and Public Relations
Department: Marketing and Public Relations

FLSA Status: Exempt
Status: Full-Time

Summary Description

The Director of Marketing and Public Relations is responsible for planning, coordinating, and leading efforts showcasing the City of Oak Creek's reputation and brand within the community, in greater Milwaukee, and beyond. The Director will develop and implement marketing plans, manage communications and marketing staff, oversee media relationships and advertising, and coordinate special project partnerships with outside agencies to achieve desired outcomes outlined in the City's Strategic Action Plan (SAP).

The Director will guide their staff, and other Departments in the City organization, in telling our story, recognizing our employees and their work, and educating our community and external stakeholders regarding City projects and investments.

Supervision/Accountability

The Director is a key member of the City Management team, accountable to the City Administrator, and directly or indirectly supervises all positions in the Department. The Director coordinates the work of staff based on their talents in a way that creates the most impact, and that promotes continued success of the organization and community.

Major Duties/Essential Functions

The Director will exhibit positive leadership within the organization to support and advance the City mission, vision, core organizational values, and strategic goals, especially in the following key areas:

Marketing & Public Relations

The Director will lead staff efforts in the active marketing of the City as a great place to be. The Director will:

Lead digital marketing initiatives including overseeing staff management of City websites, social media platforms, and online advertising campaigns;

Coordinate marketing activities that showcase the community's quality of life amenities, public services, and the City workforce and the excellent work they do;

Implement strategic marketing and public relations plans to highlight Drexel Town Square, community businesses, amenities, and events;

Form partnerships with external agencies to expand the City's marketing reach and educate community and external stakeholders regarding City projects;

Coordinate staff talents to write and edit meaningful content in the forms of news releases, feature articles, advertising copy, print magazines, e-newsletters, etc.;

Provide a strategic and coordinated annual marketing plan.

Community Engagement and Organizational Connection

Assist staff in developing ways to connect our employees and create a meaningful employment experience for our workforce;

Collaborate with staff, strategic partners, influencers, and other stakeholders to enhance community engagement;

Work with the HR Department and hiring managers to create effective strategies for employee recruitment and onboarding;

Assist staff in developing and implementing their strategies to promote community social events and engagement among residents and visitors; provide a strategic and coordinated annual marketing plan;

Tourism and Events

Provide professional advice to the Tourism Commission regarding strategic planning, destination marketing and advertising strategy, and tourism promotion and development;

Ensure the City's fundraising and financial sponsorship efforts are coordinated, thoughtful, and impactful for all stakeholders;

Oversee staff managing the City's Farmers Market and current event calendar; seek new and unique event opportunities to engage visitors and bring the community together;

Minor Duties/Responsibilities

Resolve problems and questions presented by staff regarding work processes, policies, organization or methods and review standard correspondence for accuracy and appropriateness;

Provide annual budget requests and manage resources within an established budget;

Facilitate public meetings, workshops, and forums as needed;

Attend professional development seminar, workshops, and conferences;

Attend regular City leadership team meetings;

Perform other, strategically-assigned duties.

Knowledge/Skill/Ability

This role requires the incumbent to be an enthusiastic, responsible, and collaborative team member and manager. Must possess strong ability to exercise independent judgment and discretion regarding confidential matters. Must be a self-starter with the ability to manage multiple initiatives with little direct supervision. Ability to interact effectively with the public and employees. Ability to work effectively and efficiently to meet work goals and objectives.

This position requires professional verbal and written communication skills. Must possess demonstrated effective interpersonal and relationship management skills. Must possess proven ability to work professionally under pressure while maintaining composure and poise. Ability to speak effectively before stakeholder groups or employees. Ability to maintain confidentiality and integrity of human resources information.

Education/Experience

The position requires a Bachelor's degree from an accredited college or university in marketing, journalism, communications, public relations, public or business administration, or a related field. A Master's degree is desirable. The incumbent will have ten years of increasingly responsible experience in marketing and public relations leadership and management in private companies, in local government settings, or with a non-profit entity. Leadership experience should include supervisory experience evaluating and inspiring employees, budget development and management, and project development and implementation. Other relevant industry certifications, accreditations, and commitment to continuing education and advancement will be viewed favorably.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to sit, talk, and hear. The employee is required use hands to type, finger, handle, or feel objects, tools, or controls; reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

License/Certifications

Possession of a valid Wisconsin Motor vehicle operator's license and willingness to use own transportation in the course of performing required duties; evidence of personal motor vehicle liability insurance. Loss of license, insurance, or registration may be cause for demotion or termination.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approved By: 
City Administrator

Reviewed By: 
HR Director

Revision History:
January 29, 2024