Job Description

Position Title: Director of Strategic Communications and Marketing
Classification: Director
Pay Grade: Level 4
Department: Strategic Communications and Marketing

Employment Status: At-Will
Position Reports To: Executive Director/CEO
Positions Supervised: Employees assigned to the Strategic Communications and Marketing Department
Judgment Exercised: Extensive and significant
Overtime Status: Exempt

Position Summary

The League of California Cities’ Strategic Communications and Marketing team is responsible for developing effective messaging, communication, and marketing strategies to raise the visibility of the organization and its advocacy efforts. The Director of Strategic Communications and Marketing will develop, or oversee the development of, communications and marketing collateral, including news releases, opinion pieces, speeches, corporate materials, videos, social media posts, and web content; advise executive office on reputation and brand management, and serve as the editorial chief of the Cal Cities newsletter and magazine.

The ideal candidate will be deadline-oriented, experienced in issues management, and a skilled storyteller of nuanced narratives shared with multiple audiences across multiple platforms.

Responsible for confidential corporate information, including strategic plans, financial information, risk management situations, and employee information. Serves on the Senior Management Team.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Communications and Marketing

- Develop and implement a long-term, informed communications and marketing vision, strategy, and execution, including identification of target audiences, development of key messages, distribution on relevant channels, and measurement of the results.
- Lead and manage issues/reputational/crisis communications strategy and execution in coordination with Executive Director and Senior Management team.
• Ensure high quality and consistency in communications and branding across all Cal Cities channels and platforms.
• Collaborate with various Cal Cities teams, members, and partner organizations to translate strategy into integrated communications plans, deployment, and facilitate organizational alignment.
• Drafts and reviews Cal Cities' external messages and collateral, including press releases, attributed quotes, event scripts, talking points, prepared remarks, social media posts, marketing collateral, website content and other communications and marketing materials.
• Serve as editorial lead in messaging and stories for Cal Cities newsletters and Western City magazine, as well as in talking points, quotes, news releases and more.
• Oversees the design, production, and distribution of all Cal Cities publications.
• Research and draft op-eds, articles, and other content on a variety of topics for distribution across Cal Cities communications channels.
• Responsible for creating, implementing, and measuring the success of comprehensive and innovative communications, marketing, and digital engagement programs that will enhance the image and position of Cal Cities and elevate the effectiveness of internal and external communications.
• Develop, or oversee the development of, Cal Cities’ digital and social media strategy, campaigns, and content to further the Cal Cities mission.
• Develop, or oversee the development of, the Cal Cities web content and design to ensure it is aligned with organizational branding and messages, and that relevant information for city officials is easily accessible through efficient site navigation and functionality.
• Lead the development and execution of a topnotch media relations strategy to elevate Cal Cities’ reputation, advocacy messages, and overall organizational goals, through relationship building with targeted media, placing stories, and timely response to media requests.
• Oversee the continued evaluation, development, consistency, and vision of the Cal Cities brand identity.
• Manage the coordination of public relations and marketing campaigns, program promotion, and member engagement efforts.
• Interface daily with various stakeholders, including senior leadership, board members, and elected leaders.
• Coordinate with other Cal Cities teams at strategic and tactical levels.
• Provides support and counsel to Cal Cities teams on marketing and communications efforts.
• Leads special projects as assigned.

Planning and budgeting
• Responsible for the achievement of communications and marketing mission, goals, and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Director.
• Develop short- and long-term plans and budgets for the communications and marketing program and its activities, monitor progress, and evaluate performance.
• Recommend short- and long-term goals and objectives to the Executive Director.
• Develop, implement, and monitor systems and procedures necessary to the smooth operation of the communications function.
• Keep informed of developments in the fields of communications and marketing and local government. Use this information to support our members and help Cal Cities operate with initiatives and innovation.

Organizational strategy
• Collaborate with staff to develop and maintain a strategic perspective – based on member needs and satisfaction – in organizational direction, program, and services, decision-making; and ensure the overall health and vitality of Cal Cities.
• Develop and coordinate means to seek regular input from Cal Cities’ key constituencies regarding the quality of programs and services.
• Help formulate and administer policies to ensure the integrity of Cal Cities.
• Act as an internal consultant to bring attention and solutions to institutional priorities.

Managing
• Provides direction, guidance, and support to bring out the best from a diverse team of staff operating under tight deadlines and often-changing priorities.
• Maintain a climate that attracts, retains, and motivates talented personnel.
• Ensure effective management within the communications and marketing function.

General
• Travel regularly to locations throughout California in the performance of duties.
• Work beyond Cal Cities’ normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties, and accomplish tasks and goals.
• Perform other duties, as required.

Job Qualifications

Knowledge/Skills:
• Excellent oral and written communications skills, including the ability to articulate complex messages to a diverse constituency.
• Ability to define problems, gather data, establish facts, and draw valid conclusions.
• Demonstrated skills, knowledge, and experience in the development, design, and execution of communications and marketing activities.
• Strong creative, strategic, analytical, and organizational skills.
• Experience developing and managing budgets and hiring, training, developing, supervising, and evaluating personnel.
• Demonstrated successful experience writing news releases, developing and delivering presentations, and working with media.
• Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
• Computer literacy in word processing and page layout including experience with Adobe Creative Suites, MS Office products, and other general-purpose tools (Acrobat, multiple Internet browsers, etc.).
• Commitment to working with shared leadership and in cross-functional teams.
• Ability to blend attractive design and high functionality in all projects.
• Ability to work independently and responsibly while managing numerous projects simultaneously.
• Exceptional interpersonal and management skills to interact with executive management, staff, members, vendors, and cross-functional teams.
• Capability to identify and organize departmental and organizational priorities.
• Ability to represent Cal Cities in a professional manner and foster positive working relationships.
• Working knowledge of Cal Cities and their functions and a general knowledge of other agencies and their interface with Cal Cities.
• Ability to be self-supervising and anticipate recurring demands on one’s time.
• Ability to consistently exercise sound independent judgment.
• Ability to manage conflicting demands on time and multiple tasks involving multiple co-workers; maintain and exhibit flexibility; work under pressure and meet tight deadlines.
• Ability to understand and accurately follow oral and written instructions.
• Ability to establish and maintain effective work relationships with those contacted in the performance of required duties.
• Provide effective customer service to both internal and external customers.
• Perform effectively both independently and as part of a team.
• Sustain a positive, “can-do” attitude and commitment to customer service for both internal and external customers.
• Respond immediately to changes, demands, and workload in a positive and pleasant manner.
• Perform duties with professionalism, both individually and as a member of a team.
• Employs strategies and approaches to ensure and improve inclusion, diversity, and equity-based outcomes within the organization and across Cal Cities policies, programs, and services.
• Establish and maintain effective work relationships with those contacted in the performance of required duties.
• Interpret and apply Cal Cities policies, procedures, guidelines, rules, and regulations.

Experience and Training
A Bachelor’s degree in journalism, marketing, public relations, or related field. Graduate degree in a related field is desirable. Minimum 10 years progressively responsible experience with demonstrated success in communications, media relations, public affairs, marketing, and digital communications strategy and administration or a combination of education and experience which provides the required knowledge, skills, and abilities. Expert knowledge of brand management, technical project planning and implementation. Some direct connection to local government and knowledge of California media markets preferred.

Physical Demands and Work Environment
The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the 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 regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Regular automobile and airline travel required in normal course of job performance.

Equipment Used
Computer, keyboard, mouse
Copier
Scanner
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<thead>
<tr>
<th>Fax machine</th>
<th>Telephone</th>
<th>Smart Phone</th>
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<tbody>
<tr>
<td>Automobile</td>
<td>Current office applications</td>
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