



City of Aurora JOB DESCRIPTION

TITLE: CHIEF COMMUNICATIONS &
MARKETING OFFICER (CCMO)

JOB CODE: 22199

DEPARTMENT: Communications and Marketing

SALARY GRADE: E19

LABOR GROUP/PAY PLAN: Executive Pay Plan

FLSA STATUS: Exempt

LOCATION: City Hall

EFFECTIVE: 9/28/2023

Definition

Serving as a strategic communication advisor to the Mayor and executive leadership, the CCMO will be a member of the Executive Leadership Team and lead the development and implementation of an organizational communications and marketing strategy that includes accomplishing strategic plan objectives, balancing the needs of rapid response on emerging issues with long-term goals, and setting KPI's around organizational brand management and visibility

Physical Demands and Equipment

This position requires the use of various office equipment, including a computer, telephone, copy machine, and A/V equipment. While a majority of the duties are performed in an office area, some duties may extend to outdoors. Operation of a motorized vehicle is required.

Essential Functions of the Job

1. Provide leadership and direction related to the execution of internal and external communication strategies that align with the City's strategic plan and ensure integration throughout the organization. Assess and consider the implications of proposed actions on the organization and make appropriate decisions/recommendations.
2. Serve as the official spokesperson for the City and the Mayor.
3. Serves as a member of the City's executive leadership team and helps inform strategic deirection as it relates to communication, public affairs, and reputation management.
4. Lead the development of comprehensive communications performance metrics nad conduct assessments periodically.
5. Enhance the city's external reputation through the management of public relations, external affairs, and community-focused communication campaigns.
6. Provide leadership guidance, developing strong relationships with other departments throughout the City to ensure consistency and continuity of communications.
7. Oversee Aurora Community Television (ACTV), the in-house video team responsible for the City's public educational and governmental (PEG) channel and community programming. The video team also broadcasts public meetings and produces videos published on social media and the web.

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8. Manage staff responsible for researching and preparing City promotional materials, developing ideas and opportunities for feature articles, interviewing, conducting community campaigns, making presentations, creating newsletters, and other public relations activities that promote awareness of the City and its services.
9. Lead the development of communication, marketing, and operating plans, and allocate resources to maximize efficiency and effectiveness.
10. Facilitate the City's communication with the news media to ensure that shared information and reporting are timely and accurate. Cultivate and manage media relationships to proactively ensure coverage for events, public announcements, and projects.
11. Provide strategic planning and guidance for crisis communication.
12. Provide leadership and oversight of print services functions and direct the establishment, maintenance, and utilization of brand standards throughout the organization.
13. Provides staff assistance and administrative management to assigned Boards and Commissions.
14. Perform other duties assigned.

Required Knowledge and Abilities

- Requires considerable knowledge of the principles, techniques, and methods of media/public relations, marketing, and communications.
- Requires knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures, and visual aids.
- Requires knowledge of advertising and publicity techniques.
- Requires knowledge of best practices for researching, preparing, and disseminating public information.
- Thorough knowledge of government policies specifically related to strategic planning, organizing, directing and coordinating local government operations.
- Staff Leadership: Strong people manager with a track record of leading teams around a vision and through organizational change. Proven ability to structure, attract, develop, and retain a diverse, cohesive, goal-oriented, and successful team. Has a high-level strategic perspective, yet willing to roll up their sleeves when necessary.
- Relationship Building and Collaboration: Ability to listen deeply, cultivate connections, break down silos, foster collaboration, and build a culture of trust within the division, across the organization, and with external stakeholders. Ability to establish credibility and trust with diverse constituencies. Demonstrable interest in working with others towards common goals.
- Leads by Personal Example: Courageous, results-oriented, agile, and resilient, projects confidence and steadiness, learns from experience, self-aware. Brings and models a 'get stuff done' and solutions-oriented mentality; holds oneself and others accountable for achieving goals.

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- **Technology:** Knowledge of current trends and practices related to the use of technology in municipal auditing and related activities.
- **Effective Communicator:** Effective and persuasive communications and presentation skills at all levels of the organization and externally. Ability to receive and directly provide positive and constructive feedback.
- **Leads by Personal Example:** Courageous, results-oriented, agile, and resilient; projects confidence and steadiness; learns from experience, self-aware. Brings and models a solutions-oriented mentality; holds oneself and others accountable for achieving goals.
- Requires the ability to acquire a working knowledge of the rules and regulations governing the City of Aurora.

Qualifications for Hire

- Requires a bachelor's degree in Marketing, Communications, Business Administration or related field.
- Ten (10) years of progressively responsible management experience with a local government, not-for-profit, or public organization.
- Requires a minimum of six (6) years of supervisory experience.
- Requires a valid driver's license.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by an employee assigned to this position and are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified. 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 job 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.

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I, _____, acknowledge that I have received a copy of my job description. The description of CHIEF COMMUNICATIONS & MARKETING OFFICER (CCMO) describes the duties for employment in this position. I acknowledge and understand that this is not a contract of employment. I understand that I am responsible for reading this job description in its entirety and complying with all job duties, requirements, and responsibilities contained herein, and any subsequent revisions

I understand that the physical demands described are representative of those that must be met by the 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 by contacting the Human Resources Department.

The City of Aurora is an Equal Opportunity Employer.

Applicant/Employee Signature

Date