



City of Aurora

JOB DESCRIPTION

TITLE: DIRECTOR OF BRAND, MARKETING,
AND DIGITAL STRATEGY

DEPARTMENT: Communications and Marketing

LABOR GROUP/PAY PLAN: Executive Pay Plan

LOCATION: City Hall

JOB CODE:

SALARY GRADE:
FLSA STATUS: Exempt
EFFECTIVE: 5/2/2025

Definition

Under the direction of the Chief Communications and Marketing Officer, the Director of Brand, Marketing, and Digital Strategy is responsible for leading the City's comprehensive branding, marketing, and digital engagement efforts—including full oversight of the City's website design, development, and management. This position provides strategic leadership and creative direction across platforms to ensure high-quality design, consistent messaging, and inclusive, accessible, and user-focused digital experiences. The Director manages a multidisciplinary team and collaborates across departments to develop campaigns and materials that reflect the City's values and effectively engage diverse internal and external audiences.

Physical Demands and Equipment

The position requires use of standard office equipment, including computers, phones, and audiovisual tools. Duties are typically performed in an office environment, with occasional responsibilities at City events or in the field for photography, filming, or design reviews.

Essential Functions of the Job

1. Provide strategic leadership and creative vision for the City's branding, marketing, digital communications, and public engagement.
2. Oversee the design, development, ongoing management, and performance of the City's websites to ensure accessibility, functionality, user experience, ADA compliance, and visual consistency with brand identity.
3. Lead or supervise web content creation, updates, architecture planning, and digital content governance in collaboration with IT and external vendors.
4. Manage internal and external web design and development projects, including project scoping, vendor management, timelines, and stakeholder engagement.
5. Supervise a team of marketing, graphic design, and web professionals; manage performance, foster creativity, and ensure cross-functional collaboration.
6. Oversee all graphic design and visual communications to ensure high-quality, on-brand, and accessible materials across print, web, and digital platforms.
7. Develop and enforce visual identity standards, style guides, and templates for consistent use across departments and initiatives.

DIRECTOR OF BRAND, MARKETING, AND DIGITAL STRATEGY

JOB DESCRIPTION

8. Lead production of creative content including logos, digital ads, signage, infographics, print collateral, reports, presentations, and video assets.
9. Collaborate on large-scale City initiatives requiring creative direction, branding development, and integrated marketing campaigns.
10. Ensure graphic and digital assets align with broader storytelling and messaging strategies to serve residents and stakeholders.
11. Manage design and production timelines, project scopes, and vendor relationships for outsourced design, website, and multimedia services.
12. Utilize design and web development tools (e.g., Adobe Creative Suite, CMS platforms, basic HTML/CSS knowledge) to support both creative and technical aspects of communications.
13. Guide visual content strategy for social media, email campaigns, and web platforms, ensuring alignment and engagement.
14. Monitor website performance analytics, user behavior, and engagement metrics; recommend data-driven improvements.
15. Stay informed on evolving best practices in digital accessibility, UX/UI design, branding, and civic digital engagement.
16. Keep and maintain records of login information for website hosting, domain registrar, content management system, and any other 3rd party systems and tools that might be integrated with the website or related functions.
17. Perform other duties as assigned.

Required Knowledge and Abilities

- Advanced understanding of graphic design, typography, color theory, layout, and visual storytelling.
- Proficiency in website design, development workflows, content management systems (e.g., CivicPlus, WordPress, Granicus, Drupal), and digital governance practices.
- Proficient with cPanel, MySQL Database, and DNS zone editing.
- Familiarity with the website migration process across different hosting platforms and integrating domains, SSL certificates, and any related processes
- Familiarity with web accessibility standards (WCAG), basic coding languages (HTML, CSS), and search engine optimization (SEO).
- Strong portfolio demonstrating high-level design and digital strategy work.
- Excellent leadership and project management skills with the ability to manage cross-functional creative teams and multiple projects simultaneously.
- Ability to translate complex concepts into clear, engaging visual and digital communications for a diverse community.

DIRECTOR OF BRAND, MARKETING, AND DIGITAL STRATEGY

JOB DESCRIPTION

- Proficiency in Adobe Creative Suite and digital collaboration platforms.
- Exceptional writing, editing, and verbal communication skills.
- Strong analytical skills and experience with web analytics tools such as Google Analytics.
- Commitment to inclusive practices, public transparency, and civic engagement.

Qualifications for Hire

- Bachelor's degree in Graphic Design, Marketing, Communications, Web Development, Digital Media, or related field (Master's preferred).
- Minimum of seven (7) years of progressively responsible experience in marketing, branding, or digital strategy, including at least three (3) years in a leadership or director-level role.
- Demonstrated experience managing web design and development projects from concept to launch.
- Experience supervising creative professionals and working collaboratively across departments.
- Valid driver's license required.

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.

DIRECTOR OF BRAND, MARKETING, AND DIGITAL STRATEGY
JOB DESCRIPTION

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I, _____, acknowledge that I have received a copy of my job description. The description of DIRECTOR OF BRAND, MARKETING, AND DIGITAL STRATEGY 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