



## City of Aurora

### JOB DESCRIPTION

**TITLE:** BRAND & MARKETING MANAGER  
**DEPARTMENT:** Communications and Marketing  
**LABOR GROUP/PAY PLAN:** Executive Pay Plan  
**LOCATION:** City Hall

**JOB CODE:** 22198  
**SALARY GRADE:** E15  
**FLSA STATUS:** Exempt  
**EFFECTIVE:** 9/28/2023

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#### **Definition**

Under the direction of the Chief Communications and Marketing Officer, the purpose of this position is to plan and manage the development, implementation, and administration of the brand and marketing strategies for the City with both internal and external stakeholders. This is accomplished by developing marketing initiatives to promote brand messages; fostering involvement and heightening awareness of City programs, services initiatives, and events; managing the City websites for content and standards, as assigned; and managing the City's brand identity.

#### **Physical Demands and Equipment**

The position requires the use of various office equipment including a computer, telephone, copy machine, and fax machine. It also requires the use of audio/visual equipment. While most duties are performed in an office area, some duties may extend outdoors.

#### **Essential Functions of the Job**

1. Supervises staff, monitors performance, and mentor employees, including providing input on hiring/disciplinary actions, work effectiveness, performance evaluations, and realigning work as needed.
2. Identifies, develops, and implements marketing programs for City events in coordination with different departments. (i.e. Human Resources, Economic Development, etc.) Develops professional promotional materials appropriate for representing the City in a variety of formats.
3. Assists in analyzing marketing data, as well as performance metrics, in order to help shape future marketing strategies.
4. Manages a team of marketing professionals.
5. Creates content for use in print, electronic, digital, web, and social media platforms. Designs, produces, and updates media materials in conjunction with the communications team, to inform the public and city employees of events, programs, and services within the City.
6. Provides content updates, maintenance, and creative input into city websites, and social media pages.
7. Manages the City's brand identity and professional visibility, ensuring strong branding elements are integrated into all communication assets.

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8. Monitors branding performance and metrics related to marketing initiatives and adjusts strategies when warranted.
9. Implements City branding initiatives and provides oversight for department branding efforts.
10. Oversees and/or develops graphic design for ads, templates, event signs, website pages, social media, etc. in accordance with City brand standards.
11. Perform other duties as assigned.

**Required Knowledge and Abilities**

- Requires excellent writing skills with comprehensive knowledge of grammar and syntax in English.
- Requires thorough working knowledge of, and experience with the principles and practices of public relations, marketing, and journalism.
- Requires a solid understanding of effective communication and marketing techniques.
- Ability to work effectively with a variety of people, including the general public, City Council, management, staff, committees, and colleagues.
- Ability to handle multiple tasks, set priorities, meet deadlines, adjust quickly to handle emergencies, be detail-oriented, and work well under pressure.
- Requires the ability to work independently.
- Requires knowledge of public relations principles, practices, and techniques.
- Requires working knowledge of Microsoft Office and graphic design software.

**Qualifications for Hire**

- Requires a Bachelor's Degree in Marketing, Communications, Journalism, Business, or related field.
- Requires a minimum of five (5) years' experience in marketing or a related field.
- A minimum of one (1) year of supervisory experience, or an equivalent combination of education and 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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**JOB DESCRIPTION ACKNOWLEDGEMENT**

I, \_\_\_\_\_, acknowledge that I have received a copy of my job description. The description of BRAND & MARKETING MANAGER 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.

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Applicant/Employee Signature

\_\_\_\_\_  
Date