



## NORTH KANSAS CITY JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing &amp; Operations Manager</b>
Department(s)	Communications Utilities
Reports to	Communications Utilities Director
FLSA Status	Exempt
Date Revised	October 1, 2009

### **Summary of Duties**

Plans, designs, and implements the marketing and sales activities of liNKCity and other City departments as requested. Manages the daily operation of liNKCity by planning, directing, and scheduling the efforts of staff involved in customer service, outside plant, office operations, facility management, and training.

### **Essential Duties and Responsibilities**

#### *Marketing Function*

- Develops and implements brand management and product marketing strategies including advertising campaigns and sales promotions for liNKCity and other departments;
- Performs public relations functions including participating in speaking engagements, community events, and serving on committees;
- Manages advertising and promotion of liNKCity services through the design and development of marketing and sales materials;
- Develops press releases and other products for the media;
- Develops sales contacts, develops and delivers sales presentations, makes sales calls, and sends relevant materials to prospects;
- Plans and directs activities such as sales promotions, coordinating with department heads, City Officials, and staff as required;
- Coordinates with staff and elected officials to support special events.

#### *Operations Function*

- Assists Director to supervise, schedule, and evaluate the job activities of liNKCity staff, interview prospective employees, prepare and maintain budget and related reports;
- Assists Director in determining staff requirements and actively participates in the hiring selection process;
- Assists Director in establishing and implementing departmental policies, goals, objectives, and procedures;
- Assists Director in the development of pricing strategies, quotes, service level agreements, contracts, and other policies and procedures;



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- Represents the Director at Council meetings and other functions as required;
- Assists with physical outside plant activities as needed;
- Manages customer service to ensure that staff provides the highest quality customer service;
- Oversees and directs construction of residential and commercial customer service;
- Manages departmental payroll and leave records as well as purchasing accounts;
- Manages facility rental contract, cleaning services, maintenance, and improvements;
- Licenses and registers department vehicles and coordinates insurance, parking stickers, and gas cards;
- Supervises the inventory process;
- Assists with special projects and performs other similar duties as assigned.

### **Supervisory Responsibilities**

- Supervises department staff

### **Budgetary Responsibilities**

- Assists the Director in developing the annual budget and pricing proposals;
- Manages customer billing and accounts receivables functions.

### **Minimum Qualifications**

- Must possess a bachelor's degree in a related field and at least four years of progressively responsible and directly related experience, or the equivalent combination of education and experience;
- Must possess a valid Driver's License.

### **Knowledge, Skills, Abilities and Competencies**

- Knowledge of marketing and design concepts and practices;
- Knowledge of communications industry;
- Knowledge of municipal government operating procedures;



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- Knowledge of outside plant and construction concepts and practices;
- Knowledge of contracts and negotiations;
- Skills in self-direction, tact, diplomacy, and a clear, courteous and professional manner when dealing with the public, vendors, elected officials, staff, and others;
- Skills in oral and written communications including presentations;
- Skills in project management, problem-solving, organization, and time management;
- Ability to multi-task, manage a variety of projects, and work effectively with a variety of individuals, vendors, businesses, etc.;
- Ability to work cooperatively with staff inside and outside of the department;
- Proficiency in multiple software applications to support the daily operations and marketing efforts of the department, including MS Office and Adobe design products;
- Ability to use City resources effectively and efficiently.

**Work Environment, Physical Demands, and Other Requirements**

- Work is performed in an office environment but may occasionally involve work in the field;
- May be required to reach with hands and arms, sit, stand, talk and hear, and use hands to finger, handle, or feel;
- May be required to lift/move up to 25 pounds (such as a box of paper).

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