



## **CHIEF OF MARKETING AND MEDIA/OPERATIONS OFFICER II**

**Non-Civil Service Position**

**Salary Range: \$62,000.00 - \$99,200.00**

**OPENING DATE: July 21, 2017**

**CLOSING DATE: August 4, 2017**

### **Position Overview**

The Baltimore City Department of Recreation and Parks seeks a highly qualified, results-oriented professional to serve as the Chief of Marketing and Media/Operations Officer II. The incumbent must demonstrate highly developed executive leadership abilities with expertise in managing, planning, directing and implementing marketing and media programs.

The position will manage the Department's Marketing and Media Operations which includes serving as the Liaison for community and agency affairs.

This is an At-Will position that reports to the Chief of Staff for Recreation and Parks and is a member of the Executive Staff. Employees in this class work a conventional workweek, which may include evening and weekend hours. Work is primarily performed indoors; however there may be occasional exposure to inclement weather when working outdoors.

Other responsibilities include, but are not limited to:

- Market Recreation and Parks programs to the public.
- Supervise, train and evaluate public relations and marketing personnel.
- Execute marketing campaigns, attend events, create marketing collateral, and perform community outreach.
- Create, maintain, and manage the Department of Recreation and Parks' website, online communications and social media accounts including posting, campaigns, outreach and security.
- Organize and coordinate all department press releases and media events.
- Develop and enforce department wide branding, marketing strategies and collateral implementation.
- Perform market research and analysis to forecast trends for the Department of Recreation and Parks.
- Participate in the development of marketing and communication policies and procedures.
- Supervise and perform a cost-benefit analysis of advertising methods.
- Participate in the preparation and management of the division's budget.
- Participate in workshops and serve on committees concerned with Recreation and Park related matters.
- Represent the City before the media, conferences and other meetings.
- Perform related work as required.

The successful candidate must have:

- Knowledge of marketing and public information practices and procedures.
- Knowledge of the techniques and methods of public information and relations.
- Knowledge of the preparation of material for release to the media (press, radio or television).
- Knowledge of graphic materials and their use.
- Knowledge of administrative and management techniques.
- Ability to develop promotional programs.
- Ability to speak and write effectively.
- Ability to write technically for promotional and publicity campaigns, press releases, pamphlets, and flyers.
- Ability to promote agency programs and activities and to attract needed participation at events.
- Ability to obtain media sponsorships for activities.
- Ability to meet agency deadlines.

**Desired Education and Experience**

Qualified candidates should have a Bachelor's degree in Public Relations, Marketing & Communication, Business Administration, Public Administration, Management, or a related field from an accredited college or university and a minimum of six years of experience in professional level public relations, marketing, media, or communication work.

Equivalencies: An equivalent combination of relevant education and experience. Four years of additional experience in public relations, marketing, media, or communication work may be substituted for the degree requirement.

**Licenses, Registrations and Certificates**

A valid MD Class C driver's license or an equivalent out-of-state driver's license acceptable to the Office of Risk Management is required.

**Compensation and Benefits**

A negotiable salary range of \$62,000 - \$99,200 is available depending on the background and qualifications of the successful candidate. The City offers a competitive benefits package. The position of Chief of Marketing and Media/Operations Officer II will close on **August 4, 2017**. Interested candidates should submit a statement of interest and resume, specifically addressing the applicant's qualifications and relevant experience; including size and composition of staff supervised, public relations, marketing and media experience and other significant factors as outlined in this announcement. Candidates with the most relevant education and experience will be invited to an interview.

NOTE: Those eligible candidates that are under final consideration for appointment to the position in this class will be required to authorize the release of criminal conviction information.

**Application and Selection Process**

For additional information please contact:

City of Baltimore, Department of Recreation and Parks  
3001 East Drive  
Baltimore, Maryland 21217  
Phone: 410 396-6131/Fax: 410-396-6001  
E-mail resumes to: [teresa.meli@baltimorecity.gov](mailto:teresa.meli@baltimorecity.gov)

**Baltimore City is an Equal Opportunity Employer  
and promotes diversity in the workforce.**

**Catherine E. Pugh, Mayor**

**Mary H. Talley, Director & Chief Human Capital Officer  
Reginald Moore, Director, Department of Recreation and Parks**