

Marketing and Communications (MarCom) Chief

JOB DESCRIPTION:

The MarCom Chief is an executive staff member who reports to the Director of the Baltimore City Department of Transportation. The Chief plans, develops, interprets, and implements all activities of the Marketing and Communications division, and also consults and assists all division managers in marketing and communication activities and related work as required or assigned. The position also oversees community engagement for the agency.

TYPICAL EXAMPLES OF WORK:

- Develop and provide oversight of short and long-range communications and marketing strategies that support and help carry out the Department's strategic plan.
- Responsible for editorial direction, design, production and distribution of all Department publications
- Ensure appropriate use and integrity of the Department of Transportation's name and brand in both internal and external applications.
- Establish organizational marketing and communications standards that describe graphics standards and templates, print and digital policies and guidelines, and policies and procedures for displays and exhibits.
- Develop strategies and techniques that ensure external outreach and positioning of the Department.
- Keep informed of developments in the fields of communications, marketing, and public relations, using this information to help the Department operate with initiative and innovation.
- Manage the MarCom office, including supervision of staff
- Serve as the liaison to other Marketing/Communications offices in other City agencies

REQUIRED KNOWLEDGES, SKILLS AND ABILITIES:

- Demonstrated skills in the use of all contemporary multi- and "new" media communications approaches and strategies.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
- Experience developing and managing budgets, and hiring, training, developing, and supervising personnel.
- Experience overseeing the design and production of print materials and publications.
- Strong creative, strategic, analytical, and organizational skills

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

Requirements: Master's degree in communication, marketing or related field. Minimum four (4) years of progressively responsible and diverse experience leading full service marketing communications programs and implementing marketing communications strategies.

Desired Certifications: AMA PCM (American Marketing Association) and/or APR (Public Relations Society of America)

Salary Range: Commensurate with education and experience

Interested candidates should submit a cover letter and resume, which specifically addresses the applicant's experience to:

Jessica Roberson
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Baltimore, Maryland 21202
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