



Communication and Marketing Coordinator

Definition

Cupertino is looking for a creative communicator with superior writing and visual communications skills who thrives in a team-based, fast-paced environment. If you are someone who has the ability to tell a story through concise and compelling narrative, and your friends and colleagues use words such as creative, adaptable, engaging, and personable to describe you, we want to hear from you!

Under the direction of the Deputy City Manager, the Communication and Marketing Coordinator works to enhance internal and external engagement in the development of communications across multiple projects.

This position requires a highly collaborative approach in facilitating positive outcomes through effective leadership, influence, credibility, experience, and expertise in all the strategic and operational aspects of public affairs within Cupertino.

Distinguishing Characteristics

Essential Duties

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

Lead, plan and organize public communications activities and operations such as community relations, Sister and Friendship Cities, internal communications, and social media programs.

Champion and promote City's brand and voice by establishing messages, themes, and style across different projects.

Coordinate outreach and advocacy efforts including preparing and disseminating communications, composing and distribution to stakeholders.

Prepare, review, edit, and approve newsletters, website content, brochures, fact sheets, press releases, and presentations to create public awareness of City activities and events.

Prepare presentations, talking points, and speeches for the Mayor and City Councilmembers, City Manager, Assistant City Manager, and Deputy City Manager as needed.

Lead the development and implementation of marketing campaigns and materials (press releases, infographics, and communication-related plans and protocols).

Manage all aspects of City events of varying themes and scale.

Attend City and partner events as needed.

Qualifications

Knowledge of:

Principles and practices of communications and public information relative to public agencies.

Various forms of mass media including print, television, radio, Internet, and social media.

Structure and content of the English language including spelling, punctuation, grammar, and rules of composition.

Principles and techniques of contemporary communications channels, including social media, video production and storytelling, advertising, publications, public access broadcast operations, graphic concept and design, etc.

Consensus building, active listening, strategic planning, and performance measurement.

Pertinent local, State and Federal laws, rules, and regulations.

Organizational and management practices as applied to policy and program development.

Principles of supervision, training, and performance evaluation.

Ability to:

Establish and maintain effective working relationships with staff, elected officials, residents, interest groups, legislators, and other governmental officials; communicate technical information in a manner that is appropriate for the intended audience.

Prepare and present clear, concise, and accurate oral and written reports, statements, speeches, talking points and presentations.

Work in a team-based environment to achieve common goals.

Exercise good judgement and make sound decisions in changing environments.

Be a self-starter, team player, detail-oriented, proactive, with proven ability to organize work tasks, lead and manage staff, and meet multiple deadlines.

Demonstrate excellent problem-solving skills and the ability to adapt to fast-changing and competing circumstances.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Adapt to fast-changing and competing circumstances.

Organize work tasks, be detail oriented and meet multiple deadlines.

Take initiative and be proactive.

On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently, twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone and communicate through written means; and lift or carry weight of 25 pounds or less.

Education and Experience

Any combination of experience and training that would provide the required knowledge and abilities is qualifying.

Bachelor's Degree or coursework in communications, marketing, public relations, journalism or related field. Relevant work experience in strategic communication planning, implementation, and evaluation can be substituted for educational qualifications on a year-by-year basis.

Licenses and Certifications

This classification requires the ability to travel independently within and outside City limits and possession of a valid Class C California driver's license.

This position may be required to work evenings and weekends or in situations of emergency for communications response, or when attending City or partner events.

FLSA: Exempt
Est. 11/2023