



HUMAN RESOURCES DEPARTMENT

City of Burlington

179 South Winooski Avenue, STE 100, Burlington, VT 05401

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MARKETING AND PUBLIC RELATIONS DIRECTOR BURLINGTON TELECOM

POSTING DATE: July 13, 2015
RATE OF PAY: \$ 74,817/year
EXEMPT/NON-EXEMPT: Exempt

DEADLINE TO APPLY: July 29, 2015
POSITION STATUS: Limited Service Full Time
CLASSIFICATION GRADE: BT 14
UNION: N/A

APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE

The Marketing and Public Relations Director will be responsible for creating and implementing the marketing vision and strategy for Burlington Telecom. This will include the development and implementing of the organization's overall marketing plan as well as targeted marketing programs for specific programs and neighborhood initiatives. The position will ensure all strategies; advertising, public relations and communications reinforce and strengthen the goals of Burlington Telecom, increasing awareness of its services and building strong brand identity.

ESSENTIAL FUNCTIONS:

- Responsible for developing and implementing an annual marketing and public relations plan for Burlington Telecom. The plan will guide the organizations overall marketing approach, establishing tactical marketing and public relations strategies, including initiatives for neighborhood immersion, community and media engagement, student initiatives, as well as other programs.
- Responsible for external communications, in conjunction with the Mayor's Office, as the liaison and representative for Burlington Telecom.
- Develop, support and implement the marketing strategies, goals, messaging, and metrics for each Burlington Telecom initiative.
- Responsible for managing and overseeing Burlington Telecom marketing budget.
- Oversee the creation and production of all marketing, advertising and promotional materials, including copywriting. Manage and improve the Burlington Telecom brand. Strengthen name recognition by building stronger brand identity and awareness.
- Responsible for supervising the Graphic Designer to achieve individual and Department objectives.
- Work with employees across all departments to create and execute initiatives that differentiate BT and support its growth, awareness and brand recognition.
- Execute and analyze yearly consumer research across Burlington for internal customer and competitive understanding.
- Responsible for tracking and analyzing the effectiveness of marketing and advertising deliverables and initiatives.
- Support Residential and Commercial Sales Managers with specific sales programs and yearly goals.
- Guide and support the management of Burlington Telecom website, Social Media, online advertising, email communication and other online functions in supporting the marketing initiatives and communication strategies of the organization.
- Act as liaison between Burlington Telecom and the BTV Ignite Marketing Committee, giving support and aiding projects as necessary.

QUALIFICATIONS/BASIC JOB REQUIREMENTS:

- Bachelor's Degree in Marketing or related degree and 5 years experience in marketing and/or public relations required.
- Demonstrated supervisory experience preferred.
- A self-starter, able to set and juggle competing priorities and deliverables
- Experience with new media and internet advertising.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.
- Ability to be self-directed, multi-task and work in a fast paced, pressurized environment.
- Strong interpersonal skills required.
- Excellent written and oral skills required.
- Excellent organizational skills required.
- Ability to work closely with co-workers in a small office, often under pressure.
- Ability to creatively problem solve.
- Ability to maintain confidential information.
- Ability to work evenings, weekends and holidays as required.
- Ability to attend evening meetings, as well as to travel to conferences, workshops or other professional meetings.
- Ability to work in a windows computer environment required.
- Thorough knowledge of telephone, internet and cable television industry preferred.

To Apply: Submit resume and a City of Burlington Application to: Human Resources Department, 179 So. Winooski Ave., Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: www.burlingtonvt.gov/HR .

The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.