



## Creative, Marketing and Communications Director

### SUMMARY

Avondale Estates is a progressive and evolving city located eight miles east of Downtown Atlanta. Nearing 4,000 residents and growing, the 1.23 square mile Avondale Estates treasures its beautiful historic neighborhoods, rolling landscapes, signature parks and its engaged and committed citizenry who are passionate about their hometown festivals and events. The Downtown is on the verge of a major transformation with a new signature urban town green, plans (and funding) to transform its' main street from a 5-lane highway to 3-lanes with a multi-use path and landscaping, and a new street grid to provide for enhanced connectivity and walkability. The City, in partnership with the Downtown Development Authority, have bold and impressive plans to build on the City's reputation as a place for excellent craft beer – recently being named Best Small-Town Beer Scene by USA Today, and to attract unique and high-quality food, entertainment and businesses to enhance the City's current economy.

The City organization is also evolving with new leadership and a progressive approach to municipal governance. The administration is committed to improving and sustaining the quality of life for Avondale Estates while developing the downtown. In the near term, the City is responsible for planning, zoning, building permits, executing transportation enhancements, maintaining and addressing stormwater infrastructure, building and maintaining public parks and plazas, public safety and courts, solid waste collection, recycling, a maintenance and beautification program, and ensuring the active engagement of our stakeholders and the community.

This position manages the city's communications, public information and event functions. The position will report to the Assistant City Manager and collaborate closely with the City Manager but operate with the autonomy necessary to create a new communications and marketing strategy for the City of Avondale Estates and its Downtown Development Authority.

### MAJOR DUTIES

1. Collaborate with executive team to devise and launch new concepts and ideas.
2. Develop and implement an integrated communications strategy to:
  - Convey City news/accomplishments including timely reporting of the discussion and decisions of the BOMC to residents and business owners.
  - Position Avondale Estates Downtown as a place for new development and businesses.
  - Keep staff and leaders abreast of City projects and activities.
3. Create and execute an event strategy that adds to the quality of life for residents and drives businesses to Downtown.
4. Write, proofread, and design well-crafted copy to achieve the goals of the City.
5. Provide quality control over external communications.
6. Revise content and presentations and provide feedback to City team.

7. Produce content for and grow social media followers to achieve the goals of the City and the Downtown Development Authority.
8. Head branding/marketing campaign that creates a brand for the City of Avondale Estates with related but unique brand elements and identity for the Downtown.
9. Drive and design external communications and messages to ensure message and brand consistency.
10. Develop and monitor analytics of communications tools to drive a more efficient and effective City communication strategy.
11. Track the process and progress of economic development.
12. Supervise all work completed consultants, contract staff, and interns to complete marketing, communications, branding, and events work.
13. Devise and execute strategies to retain and grow local businesses including maintaining ongoing personal relationships with local business owners.
14. Develop a strategy to enlist, sign up and manage volunteers to assist with events and other valuable tasks.
15. Present project information, set project deadlines, budgets and content goals.
16. Develop and manage the communications and marketing budget.
17. Develop a press and media strategy to secure positive media coverage and minimize negative PR both online and offline for Avondale Estates and its Downtown.
  - Proactively circumvent potential negative press
  - Respond to crisis or challenging situations quickly and professionally.
  - Maintain relationships with key media representatives and outlets.
  - Monitor and report local and regional press stories relating to the City of Avondale.
18. Performs related duties.

## KNOWLEDGE REQUIRED BY THE POSITION

1. Knowledge of public information principles and practices.
2. Knowledge of city departments, programs, events, and services.
3. Knowledge of the AP Style Guide.
4. Knowledge of graphic design principles.
5. Knowledge of media relations principles.
6. Knowledge of photography principles.
7. Knowledge of computers and job-related software programs such as Photoshop, Illustrator, InDesign, etc
8. Knowledge of Constant Contact
9. Experience with database management tools
10. Skill in establishing priorities and organizing work.
11. Skill in the management of social media and websites.
12. Skill in writing for publication.
13. Skill in public and interpersonal relations.
14. Skill in oral and written communication.

## SUPERVISORY CONTROLS

The Assistant City Manager assigns work in terms of general instructions and provides input into the nature and propriety of the final results in close collaboration with the City Manager.

## GUIDELINES

Guidelines include the APA Style Guide, ADA requirements, and city policies and procedures. These guidelines require judgment, selection, and interpretation in application.

## COMPLEXITY/SCOPE OF WORK

- The work consists of varied communications-related duties. Changing priorities contribute to the complexity of the position.
- The purpose of this position is to manage communication and public information functions for the city. Success in this position contributes to the successful distribution of important information to the public.

## CONTACTS

- Contacts are typically with co-workers, other city employees, members of the news media, business owners, representatives of community groups, event planners, vendors, and members of the public.
- Contacts are typically to provide services, to give or exchange information, to justify or settle matters, to motivate persons, or to resolve problems.

## PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee occasionally lifts light and heavy objects and distinguishes between shades of color.
- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

## SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

## MINIMUM QUALIFICATIONS

- Bachelor's degree in a course of study related to the occupational field required and Master's degree in related field preferred.
- More than five years of related and progressive experience required within public or non-profit preferred.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.

## SALARY RANGE

- \$84,614-\$128,156

## To Apply

Visit <https://www.avondaleestates.org/FormCenter/Applications-7/Creative-Marketing-and-Communications-Di-77> to apply.