CITY OF LONGMONT | Human Resources Services

Job Announcement

20260258 Sr Communications & Marketing Manager (Utilities and Public Works)

CLOSING DATE: Open Until Filled

APPLY ONLINE AT LONGMONTCOLORADO.GOV/JOBS

Department: Shared Services
Division: Communications

2026 Hiring Range: $8,940 - $9,933/month
2027 Hiring Range: $9,208 - $10,231/month

Monday – Friday, 8:00 AM – 5:00 PM, evenings and weekends as required for meetings and events
Regular Full-time with Benefits

Benefits include: Medical, Dental, Vision, Flex Spending, Defined Benefit Pension Plan, 401(a) Money Purchase Plan, Life & Survivor, Term Life & AD&D, Long Term Disability, Bereavement, Jury & Witness Duty, FMLA, Military Leave, Parental and Caregiver Leave, Sick, Vacation at start of employment, Holiday pay, EAP, Tuition Assistance.

Other benefits: Optional, employee elected, voluntary benefits are available.

Open Until Filled positions may close without advance notice. To be considered, please apply as soon as possible.

Definition:

This position works as part of Citywide Communications on behalf of the Utilities and Public Works Departments, managing a standing portfolio of assigned divisions and leading communications, community involvement, web administration, media, advertising, and marketing activities. Leads the Utilities and Public Works communications and marketing team.

Creates and implements a wide variety of strategies to drive awareness, appreciation and action for Department programs, projects, services, and initiatives. Communicates the Department's goals, role, and vision to employees, residents, media, and the public. Supports the Communications Director in developing the overall City communications strategy and developing the communications team.

Principal Duties:

- **Prioritize and manage a diverse workload across multiple departments.**
    - Represent assigned departments as a member of the Communications Division Leadership team. Work closely and collaboratively with Department and Communications staff on cross-cutting and citywide initiatives and priority focus areas.

- **Lead creation, development and management of Departments' marketing/communications strategies and plans.** In collaboration with the Communications Director and the departments' leadership teams, create goals and objectives that meet business needs and initiatives. Leadership requests and guidelines are generally stated objectives only, with issues and factors largely undefined; thus, the employee must exercise creativity and ingenuity in devising criteria, techniques, strategies, and methodologies for approaching functions or projects.
    - Facilitate meetings with residents and work with the organizational community engagement team to ensure best possible outcomes.
    - Develop and manage marketing/communications budget for specific communications campaigns.
    - Create and manage brand strategy, foundations, aesthetic, and marketing direction for department programs, projects, and initiatives.
    - Manage the wide range of communication needs across multiple City Departments
    - Collaboratively lead development of politically sensitive messages and activities with the Communications Director and departments' leadership teams.
    - Collaboratively create strategies and communication procedures for the broader City organization.
    - Coordinate with City of Longmont communication, marketing, and web teams across departments on work products.
    - Lead citywide communication projects as part of a larger team.
    - Provide staff training in developing communications/marketing skills and implementing communications/marketing plans to ensure materials presented to the public reflect department and citywide standards.
    - Oversee and review all communications/marketing products before they are released.
    - Gather and analyze information from stakeholders, residents, and members of the public using surveys, focus groups, online tools and other processes to assess

public opinion and/or determine effectiveness of marketing/communications efforts.
    - Keep current on industry trends and emerging communication technologies, including web, print, digital, social media, media relations, and evaluation metrics.

- **Lead Department website administration; provide website content, concept, analysis and procedures.** Create, develop, and manage Departments' web pages including:
    - Coordinate placement of accurate information and ensure consistency of the City's brand across Internet and Intranet sites. Manage and approve work completed by communications and department web editors.
    - Ensure information is ADA-compliant and scalable for use on tablets, smartphones, desktop computers, and other emerging technologies.
    - Define major changes and/or adjust department web pages based on customer needs and/or emerging department projects, programs, or services.
    - Lead strategy for online education and involvement pertaining to department programs, projects, services, and initiatives.
    - Create and implement website communications strategies and marketing campaigns for departments. Design content and concepts. Monitor site access patterns and make modifications as necessary.
    - Monitor placement of department web pages when called up by major search engines. Coordinate any needed changes required for search engine optimization (SEO).
    - Maintain and analyze statistics to monitor web site utilization and user issues. Based on analysis, define and design changes to departments' online communications/marketing.
    - Create and update appropriate web content/appearance policies and practices through collaborative efforts with web teams, department representatives, and department web editors.
    - Recommend use of emerging website tools, best practices, and strategies.

- **Create and manage campaigns, materials, and tools to carry out Utilities & Public Works' marketing/communications strategies.** Lead efforts to inform, involve and/or motivate stakeholders, news media, customers and the general public based on identified Department objectives and goals.
    - Direct Departments' marketing/communications activities across print and digital media and analyze metrics.
    - Create, develop, and implement print media, such as news releases, direct mail, reports, flyers, brochures, publications, etc.
    - Create, develop, and implement digital media such as email newsletters, videos, blogs, social media, etc.
    - Set stylistic/art direction for advertising and marketing campaigns in keeping with citywide standards.

- Create and monitor content for City of Longmont social media outlets.
- Recommend use of emerging print, digital, and social media tools, best practices, and strategies to optimize marketing/communications.
- Create speaking points, speeches, editorial articles, and public presentations in collaboration with Departments' leadership teams. Create speaking points and event speeches for elected officials and City leaders.

Working Environment:

Work is generally performed in standard office environment; however, visits to other work sites are required. Frequent use of technical office equipment including personal computer, document preparation equipment, telephone, and fax machines. Work frequently involves confidentiality, reasoning, problem solving, mathematical calculations, and attention to detail. Work involves working alone as well as working closely with others. May involve the ability to move 15 -20 pounds, mobility through diverse work environments, and frequent exposure to stress associated with varied and complex tasks. Ability to complete projects within time constraints; perform multiple, concurrent tasks; and make quick decisions. May be required to work long or nontraditional hours to fulfill organizational needs, projects, or special circumstances. Exposure to frequent interruptions.

Qualifications:

Any combination of education and experience equivalent to a bachelor's degree in journalism, mass communications, public relations, marketing, or related field and at least five years of increasingly responsible experience in municipal government or a large public or private agency, including a minimum of three years of direct supervisory experience leading and managing a team.

Special Qualifications: Bilingual in English/ Spanish preferred. Excellent verbal and written communication and presentation skills with experience in print, web, and social media. Requires a high degree of analytical ability, independent judgment, and decision-making. Assignments are generally unstructured, and the employee is responsible for organizing and managing complex, varied, and simultaneous functions, programs, or projects at various stages of completion. Mass communications experience. Ability to prioritize and manage a diverse workload across various departments. Ability to manage a team, supervise staff and coach and develop individual staff members who support a wide range of City services and content areas and who are at the specialist or manager level. Possession of a valid Colorado Driver's License.

We're committed to building a team that reflects the diversity of the communities we serve. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications, and encourages all candidates to apply and help us achieve our goal of creating an inclusive and equitable workplace.

Selection

The selection process will include complete job description review, personal interview, computer testing, background investigation, criminal background check, and substance screening.

DEADLINE: Open Until Filled

An ONLINE APPLICATION is required. This job is Open Until Filled. The online application process is available for this position on our website at **www.longmontcolorado.gov/jobs**. Resumes will be accepted in lieu of the full City Application; however, they must be submitted via the City application site for consideration. **Open Until Filled positions may close without advance notice. To be considered, please apply as soon as possible.** For more information, call (303) 651-8609.

The City of Longmont is an equal opportunity employer. The City affirms its commitment to diversity and to complying with all applicable federal, state, and local laws regarding nondiscrimination in employment. The City will not discriminate against any person in recruiting, examining, appointing, hiring, training, placement, termination, layoffs, recall, transfer, leave of absence, promoting, compensating, retaining, disciplining, or any other personnel action on the basis of age, race, color, creed, religion, sex, sexual orientation, gender identity or expression, national origin, ancestry, genetic information, marital status, veteran status, status with regard to public assistance, physical or mental disability, or any other characteristic protected by federal, state, or local law, except when any of these categories constitutes a bona fide occupational qualification (i.e., an actual qualification for performing a job). If you need special assistance in the selection process, please contact the Human Resources Department in advance to make arrangements.

AN EQUAL OPPORTUNITY EMPLOYER

ALL CITY OF LONGMONT FACILITIES ARE SMOKE FREE