

City of Philadelphia

Department of Commerce – Director, Marketing & Communications

The Director for Marketing & Communications is responsible for developing and implementing strategies to communicate the City's business services and information to the public, as well as enhance the public's perception of the role of the Department of Commerce and the value we bring to businesses in Philadelphia. This position reports to the Department's Chief of Staff.

Job Responsibilities

- Manage all aspects of digital communication for the Department of Commerce, including assets such as phila.gov/business; phila.gov/commerce; phila.gov/smartchoice; startupphl.com; social media efforts and blog writing/planning; proactive newsletter communications from concept to completion for various units within Commerce.
- Manage print collateral for all units within the Department including but not limited to: design/produce collateral as needed; content management schedule; manage relationships with design/communications consultants for branding or other collateral production work.
- Lead layout and design efforts for annual reports and other print projects as needed.
- Participate in various marketing efforts including earned media initiatives, and represent the Department of Commerce at various press conferences, speaking engagements, special events and other opportunities, as assigned.
- Support internal communications efforts.
- Research suitable marketing opportunities for the Philadelphia market.
- Maintain working knowledge of relevant departmental initiatives, industry trends and departmental services offered.
- Assist staff throughout the department in the execution of their responsibilities through communications project oversight and management.
- Draft talking points, statements, and other written work product as needed.
- Coordinate communications and marketing with economic development partners.
- Plan and execute an editorial calendar for Commerce-produced content.

Core Qualifications

- 5 + years of experience in digital and print design, including the development of visual presentations/pitch decks.
- Excellent written and verbal communication skills.
- Proficiency and experience in related technologies, including HTML/CSS, the Adobe Suite, WordPress or other content management systems, Constant Contact, and Hootsuite.
- Microsoft Office proficiencies.
- Ability to establish and foster relationships with cross-sector partners and to work as part of a collaborative team.
- Excellent self-direction, follow-through and ability to take ownership of given responsibilities.
- Ability to manage multiple projects and tasks at once and prioritize as needed.

Preferred Qualifications

- Graduate degree in Marketing, Communications or a related field
- Research and data analysis skills
- Multi-lingual
- Knowledge of City, State and Federal economic development programs

Other Requirements

- Must be a US Citizen or have legal permanent resident status
- Must establish residence in the city of Philadelphia within six months of appointment

The City of Philadelphia is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, color, sex, sexual orientation, gender identity, religion, national origin, ancestry, age, disability, marital status, source of income, familial status, genetic information or domestic or sexual violence victim status.

To Apply

Submit a resume, cover letter and sample design work (either in a PDF format or a link to a portfolio of work) to Sopheap.Heng@phila.gov by Thursday, October 27, 2016.