



Open Until Filled,  
First Review of  
Applications on or  
after July 1st

# Communications, Marketing & Content Strategist



city of  
**PALM COAST**





## The City

One of Florida's newest cities (incorporated 1999), Palm Coast is a Florida paradise – situated on 70 miles of saltwater and freshwater canals and the Intracoastal Waterway and just minutes from pristine Atlantic Ocean beaches. Vibrant lifestyle and the natural environment go hand-in-hand here. The City offers a dozen beautiful parks, 125+ miles of connecting trails and paths for walking/ bicycling, abundant fishing and boating, a year-round Running Series, and world-class tennis and golf. Lined with historic oaks, towering pines and indigenous vegetation, Palm Coast's parks and trails showcase the splendid elegance of the native Florida landscape. Bird-watching is popular at St. Joe Walkway and Linear Park, which are designated as Great Florida Birding & Wildlife Trails, and visitors can spot dolphins and seabirds as they stroll along the Intracoastal at Waterfront Park. The City currently has an estimated population of 85,000.



## The Department

The Communications and Marketing Division has a wide variety of functions that serve both our citizens and internal customers. The division employs 4 staff members and works on external marketing campaigns, graphic design, video production, managing a variety of social media networks, responding to and managing media inquiries, and pitching stories for both earned media and paid advertising. The Division has an annual operating budget of \$355,000.

## The Position

Does the idea of being a Digital Content Strategist, Chief Storyteller and Communication's and Marketing Manager motivate you. Do you have a passion for story, narrative structure and the creative arts with a skillful understanding of data reporting and analytics.

Reporting to the City Manager this person is charged with creating the vision for, and leading the implementation of a comprehensive content strategy designed to achieve excellence through storytelling, internal and external communications. This individual leads a highly energetic and talented team to create strategy, understand priorities, and transform them into an integrated and consistent narrative that is founded on our people, our services, our amenities and our technology excellence, for both internal and external audiences.





## Key Duties and Responsibilities

- Ideates and creates media that inspires positive citizen activation that does not court controversy.
- Works with cross-functional teams to proactively gather information, and create and publish compelling stories.
- Interpret the City strategy and priorities, and transform them into an integrated and consistent narrative that is founded on people, government excellence, and reaches for both internal and external audiences, including media partners.
- Creates strategic communications plans (from research through measurement/evaluation) and leverages content strategies.
- Contextualizes all media channels to craft messages type/length/platform/format that users will engage with.
- Collaborates with internal and external partners to coordinate and oversee the story content collection, production and distribution process throughout the organization.
- Acts as the voice of Palm Coast regarding brand positioning/story.
- Identify and craft compelling brand stories
- Creates immersive, content-rich strategies that maximize leveraging the best we have in our organization: Video, photography, virtual reality, etc. in order to tell a compelling story.
- Storyboarding experience; understanding the effectiveness and appropriateness of story assets (text, images, audio, video) and how to combine them into effective content.
- Leverages technology (e. g., Social Media, Sales Force) and digital assets to monitor performance, identify opportunities, direct the action based upon identified key metrics.
- Proactively and successfully contacts and creates media for all groups.



## **The Ideal Candidate will be fluent in:**

### **Culture Crafting**

- Translates leadership visions into easily consumable employee messages
- Increases and sustain employee engagement and participation
- Stewards collaborative dialogue across cross-functional groups
- Trains internal leaders and teams in the key organizational narratives

### **Story Crafting**

- Uncovering, capturing and building storytelling assets for each organizational function (case studies, social marketing, leadership keynotes, etc.)
- Supporting leadership in using narrative to connect the organization's past, present and future
- Overseeing and designing consistent messaging across all brand channels
- Tailoring messaging for different audiences and strategic goals

### **Story Measuring**

- Optimizing key engagement metrics, such as views, clicks, shares, likes, etc.
- Conducting qualitative testing with various internal and external audiences
- Reporting on results to leadership, managers, board of directors, etc.



## **Key Requirement of this Role**

- In-depth understanding of
  - Digital and mobile marketing practices
  - Sales, pitches, presentations, persuasion
  - Modern media, including social, key content distribution channels and SEO/SEM
  - Modern metrics across owned, earned and paid: Conversion, amplification, ROI/economic value of investments, etc
- Advertising
- Branding
- Traditional media, including radio, TV, print, packaging, OOH
- A great eye for design
- A passion for story, narrative structure and the creative arts
- A skillful understanding of data reporting and analytics
- A proven ability to translate business requirements across divisions, languages and cultures
- The courage to try things that have never been tried before
- The salesmanship to sell things that have never been tried before, to internal and external audiences





## Minimum Qualifications

- Bachelor's Degree in communications, marketing; or an equivalent combination of education, training, and experience.
- Must possess and maintain a valid Florida Driver's License.





## Compensation and Benefits

The full salary range is \$60,735 to 93,198. Benefits are excellent. The City offers a retirement plan where the City contributes 10% of the salary towards a 401(a) plan. In addition, the City offers an additional match up to 2% with employee contribution towards a 457 plan. For more information, about the City's benefits, such as health/dental insurance, vacation and sick leave, and other insurance plans, please contact Human Resources at [human\\_resources@palmcoastgov.com](mailto:human_resources@palmcoastgov.com) or (386) 986-3718.



## How to Apply

Apply online through the City's website at <http://www.palmcoastgov.com/employment/openings>. Questions should be directed to Human Resources at [human\\_resources@palmcoastgov.com](mailto:human_resources@palmcoastgov.com) or (386) 986-3718.

## Confidentiality

Under the Florida Public Records Act, all applicants are subject to disclosure upon receipt. References are checked after the interview and selection process is completed.

## The Process

Applications will be accepted until the position is filled. The first review of applications is scheduled to occur on or after July 1st. The City intends to conduct a comprehensive recruitment and selection process to ensure that not only a qualified candidate is selected, but also one who will complement the City's organizational culture.

## Other Important Information

The City of Palm Coast is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. A veteran's preference will be awarded per Florida law.

