



# CITY OF HOUSTON

## JOB DESCRIPTION

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Job Code: 676.7

Job Title: **BARC MARKETING AND OUTREACH MANAGER**

Pay Grade: 29

### **GENERAL SUMMARY:**

Represents BARC to its various external audiences, acting as a brand manager, media relations specialist, outreach expert, public relations and marketing specialist, event planner and animal adoptions/foster rescue/volunteer coordinator.

### **RESPONSIBILITIES:**

- Participates in developing and communicating strategic initiatives for BARC
- Plans, develops and directs marketing/outreach efforts for BARC by setting clear goals and attainable objectives related to events, promotions, advertising, social and traditional media on bi-annual and annual basis
- Leads outreach and other BARC employees by setting a strong example in all cases of excellent customer service
- Responds to media inquiries in a timely manner, and proactively tell BARC's story to media channels as often as possible
- Leads outreach team to drive long and short term marketing and outreach goals
- Develops and organizes plans for news conferences at BARC and around the community
- Participates in creating and maintains relationships with external private and commercial donors and partners
- Performs live release and outcome analysis to develop insights, sustainable strategies, and actionable plans to ensure an increase in live outcomes.
- Upholds and protects BARC's brand standards
- Works directly with Administration and Regulatory Affairs' Public Information Officer/Council Liaison to update the department on BARC efforts and to coordinate meetings with Council Members when needed
- Oversees development of BARC advertising/promotional materials, social media presence and events
- Helps solve problems that arise pertaining to outreach members, rescue/foster partners, fundraising partners and any other internal or external party

### **SPECIFICATIONS:**

#### **KNOWLEDGE:**

Requires a Bachelor's degree in Business Administration, Liberal Arts, Communications, Marketing, Public Relations or a related field. Fluency in a foreign language is preferred.

#### **EXPERIENCE:**

Seven years of pertinent, progressive public administration experience with exposure to communications, marketing, public relations/media, personnel, administration, or related functions, two of which must have been in a supervisory capacity.

## **SPECIFICATIONS (cont'd):**

A Master's degree in Business Administration, Public Administration or a related field may be substituted for two years of experience. Related experience may be substituted for the education requirement on a year-for-year basis.

### **COMPLEXITY:**

Work is somewhat complex and varied, and may require the simple interpretation of technical and detailed guidelines, policies and procedures. Must have excellent problem-solving and communication skills as the job requires regular interaction with diverse audiences.

### **IMPACT OF ACTIONS:**

Errors could lead to moderate expenses and inconveniences. Work is typically performed under limited to general supervision. The incumbent at times works from broad goals and policies. In addition, the incumbent may have some participation into setting work objectives. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review.

### **SUPERVISION EXERCISED:**

#### **Direct Supervision:**

Involves scheduling, supervision and evaluation of work as a Manager or the equivalent over the Assistant Managers or first-line supervisors. This position has significant levels of input as it pertains to personnel actions, such as hiring, terminations, and pay changes.

#### **Indirect Supervision:**

Involves supervision and evaluation of work as a Manager or the equivalent. Indirectly supervises BARC volunteers and fosters/rescues to ensure that all individuals associated with BARC disseminate positive messages about the organization.

### **CONTACTS:**

#### **Internal Contacts:**

Level of internal contact is primarily with professionals, supervisors, managers and assistant directors.

#### **External Contacts:**

Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations. Interaction requires substantial sensitivity and cooperation; e.g., lower-level problem resolution, providing information to citizens who from time to time may be struggling with their options.

### **PHYSICAL EFFORT:**

There is no major sources of discomfort, i.e., essentially normal office environment with acceptable lighting, temperature and air conditions. Individual will sometimes be required to work outside. Individual will work directly with animals on a daily basis.

### **WORK ENVIRONMENT:**

The general work environment is good. Individual will often work outdoors in direct contact with animals.

### **PHYSICAL SKILL:**

Must be able to lift up to 25 pounds.

## **MISCELLANEOUS:**

All duties and responsibilities may not be listed in the above job description.

## **JOB FAMILY:**

- BARC Administrative Specialist
- BARC Outreach Supervisor
- BARC Administration Manager
- BARC Marketing and Outreach Manager