



Now accepting applications
for:

DIGITAL ENGAGEMENT & MARKETING STRATEGIST

\$109,363 to \$136,704 Annually*

\$5,000 new hire bonus (paid in two payments: \$2,500 in your first paycheck and \$2,500 in the first paycheck following successful completion of probationary period).*

Why Mountain View?

Because where you choose to work, matters. Because you want to surround yourself with passionate, mission-driven colleagues committed to providing excellent service to the community and each other. Because you want to apply your talents in a place where words like **"empower," "empathy" and "innovation"** are not merely nice sentiments, but are ideals we strive to achieve in everything we do.

"Mountain View is truly a can-do City that doesn't step back from any challenge. If you are looking to actively address the needs of the community, improve programs and services, and be supported in your personal learning and professional growth, this is the place to be!"

-Kimberly S. Thomas, Assistant to the City Manager

*Appointment beyond the posted salary range may be considered for exceptional qualifications and experience. Salary growth following appointment is in accordance with a pay-for-performance plan and increases may be awarded annually for meritorious performance.

What's the role?

We're looking for an innovative and proven professional to take on the role of **DIGITAL ENGAGEMENT & MARKETING STRATEGIST**. You will join a fast-paced, dynamic team environment, producing internal and external communication and outreach programs to the community and the organization. This new position is in the newly formed Communications Division of the City Manager's office and receives direction from the Chief Communications Officer. If you are looking to bring your creativity and strategic communication skills to make your mark in a new role that will reach and impact a broad audience, this position is for you! Review our detailed job description [here](#).

The Essentials

In addition to excellent customer service, a passion for efficiency, political acumen and proficiency with the full Microsoft Office suite, you can satisfy the requirements with:

- A Bachelor's degree from an accredited college/university with major in communications, journalism, public or media relations, marketing, or a related field.
- Three years of increasingly responsible experience in public communications, public relations, marketing, or a related field. Required experience to include content creation such as blogging, writing, and/or video, and photography.
- Possession of, or ability to obtain, a valid California driver license.
- Practical experience in social media marketing or search engine optimization is desired.
- Accreditation in Public Relations from the Public Relations Society of America (PRSA) is highly desirable.

What you'll do

- Manage and create strategy and content for City Manager's Office social media channels and the City's website.
- Engage with the community across various platforms to build relationships through social media discussions to enable proactive and positive interactions.
- Create, oversee, review, edit, and/or distribute innovative and diverse communications tools in print or digital form, which may include flyers, brochures, ads, newsletters, graphics, and videos to expand visibility and awareness of emerging issues, programs, priorities, and progress on community, City Council and organization-driven goals, initiatives, and accomplishments.
- Enhance and promote the City's overarching brand, create digital marketing content to support the City's vision, organizational values, Code of Ethics, and cultural ideals, and deliver results that promote confidence in the organization and advance the organization's professional reputation.
- Ensure common visual identity, including consistent branding, messaging, and voice.
- Interact frequently with the media; actively initiate, engage, and manage media relations to promote the storytelling of the organization's key priorities, events, and messages and to facilitate positive outcomes. Exercise judgment to prioritize media opportunities. Respond to and manage media requests for information.
- Stay abreast of and integrate new technology and media platforms.
- Support digital media goals of the Multilingual Outreach Program and targeted populations. Customize outreach content and medium to each population/initiative as appropriate to enhance civic engagement.
- Create and implement program and project work plans, including project budget; establish and monitor goals and outcomes with metrics; track, compile, analyze, and interpret complex quantitative and qualitative data to evaluate effectiveness; determine pertinent trends and make improvements to enhance and maintain results.

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<https://www.linkedin.com/company/city-of-mountain-view/>



CULTURAL IDEALS:

- Empower People
- Foster Collaboration
- Support Continuous Learning
- Enhance Our Community
- Champion Wellness
- Lead with Empathy
- Embrace Change & Innovation

Apply Now!

Submit your complete application and resume online at calopps.org or to the Human Resources Division; City of Mountain View, 500 Castro Street, Mountain View, CA 94041, (650) 903-6309. Please provide a valid email address on your application. This recruitment will close at **5:00 p.m. PST on Sunday, September 20, 2020.**

Attention City of Mountain View employees: This position qualifies under the Referral Incentive Program. A Referral Incentive Form must be submitted prior to the applicant's initial interview to qualify for the incentive. For questions, see Administrative Instruction 3-27 and call Human Resources for more information.

Are we a Match?

- You are a **self-starter** who is energized by a fast-paced environment that rewards innovation and continuous improvement.
- **Working on a team** inspires you as does sharing ideas and supporting the learning of others.
- You are **engaged in technology and innovation** and regularly add tools to your communications toolkit.
- You are skilled at **building relationships** and understanding needs of key stakeholders.
- Timelines, work plans, measurable objectives are key to your **strategic communications** approach.
- You have a deep appreciation for **transparency**, detail and accurate communications reinforces the importance of building confidence in our organization.
- You bring a powerful **storytelling approach** to sharing an organizations story.

The Perks!

- **Comprehensive Benefits:**
 - Generous paid leave and group health coverage (medical, dental, vision, EAP, Life & Disability Insurance)
 - CalPERS retirement (2.7% at 55 formula for classic members; 2% at 62 for new members); employees contribute 11.5% for classic members/11.25% for new members to CalPERS with no Social Security deduction
- **Support for Continuous Learning & Development:**
 - Up to \$2,000 in tuition reimbursement for education advancement annually, with a one-time opportunity for up to \$20,000 for the completion of a work-related Bachelor's or Master's degree
 - Professional/Technology Development Funds (\$1,00.00 annually)
- **Wellness and Engagement Culture:**
 - Access to an onsite employee gym
 - Incentive pay for participating in the City's wellness program
 - Up to \$100/month City contribution for mass transit expenses, with \$10/month minimum employee contribution; discounts for carpools and ride-shares; a bicycle commute incentive
 - Ongoing commitment to robust internal communication and feedback
- **And More:** Employee appreciation days and activities.
- **Relocation:** Relocation assistance may be provided for a move occurring within one year of date of appointment.

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