

The Capitol Region Council of Governments

Communications and Marketing Manager



To apply send your resume
and cover letter to:
cassis@crcog.org

The Capitol Region Council of Governments introduces a great opportunity to become its **Communications and Marketing Manager**.

The Capitol Region Council of Governments (CRCOG) is a voluntary Council of Governments formed to initiate and implement regional programs of benefit to the towns and the region. It is guided by the chief elected officials of our 38 Metro Hartford municipalities. The mayors, first selectmen, and town council chairmen who make up our governing Policy Board recognize that the future of our individual members is tied to the future of our region. Our members have collaborated for more than 50 years on a wide range of projects to benefit our towns individually and the region as a whole. CRCOG is the largest of Connecticut's nine regional planning organizations and serves as the Metropolitan Planning Organization (MPO) for the Metro Hartford area.

This position reports to the Chief Operating Officer. The incumbent exercises considerable initiative and independent judgment within an assigned area of responsibility, and work is subject to evaluation on the basis of results obtained.

This is a **Full time** position (35 hours/week)
Salary: \$52,644-\$74,116 (P1 or P2)
CRCOG is an Equal Opportunity Employer



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Summary of Position

Under general direction, performs communications and marketing on behalf of municipal services and the overall agency. Implement and manage on-line and off-line communications to CRCOG's audience (primarily towns, but will include legislators, state officials and the public in general). Provide marketing and communications support for various CRCOG departments. This is a full time position (35 hours a week).

Duties and Responsibilities

- Creates communications programs that effectively describe and promote CRCOG and its services, including basic graphics and templates.
- Write or edit copy for initiatives, including marketing, and press releases
- Create and manage release dates for recurring publications, including annual report and newsletters
- Create and send out press releases
- Ensure CRCOG's Website and other documents have a consistent "look and feel"
- Assist the agency in website upgrade and redesign (including managing the consultant relationship)
- Maintain CRCOG's social media presence
- Assist in improving CRCOG's relationship with members and towns, including informational sharing regarding opportunities and services available to members and towns.

Desirable Knowledge, Skills, and Abilities

Knowledge of: the principles and practices of communications and marketing; strong verbal and written communication skills; website or social media experience; basic graphics and design skills a plus. Ability to work independently and juggle multiple projects. Ability to be flexible and adaptable. Ability to use a personal computer in and advanced uses of word processing, spreadsheet, and other standard office equipment.

Minimum Training and Experience

A Bachelor's degree from an accredited college or university and two to three years of increasingly responsible experience in marketing and communications. *A combination of training and experience that demonstrates the necessary knowledge and abilities will also be considered.*

Licenses and Certifications

May need a valid driver's license or the ability to obtain.

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Physical Demands and Working Environment

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee is frequently required to sit, stand, walk; use hands and fingers, handle or operate objects, controls or standard office equipment, and occasionally required to reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl. The employee must occasionally lift or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus and ability to remain exposed to video display terminals daily for extended periods of time. Vocal communication is required for frequent expression or exchange of ideas by means of the spoken word or by telephone. Hearing is required to perceive information at normal spoken work levels.

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. The noise level in the work environment is usually quiet, but work is subject to regular interruption and background noise.

Travel and Weekend or Evening Meetings

Travel is primarily local during the business day, although some out of the area travel and overnight may be expected for conferences and seminars.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of functions, activities, duties or responsibilities that are required of the employee for this job. Functions, duties, responsibilities and activities may change at any time with or without notice.

EEOC Statement

It is the policy of the CRCOG to provide equal employment opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, the CRCOG will provide reasonable accommodations, that do not present an undue hardship, for qualified individuals with disabilities.

Contact Information

Please address your resume and a cover letter to Ms. Cheryl Assis Director of Public Safety and Homeland Security. Electronic submissions are preferred and should be sent to cassis@crcog.org, with the subject of the email 'Communications Marketing Manager'. If submitting via postal mail, transmit to CRCOG, 241 Main Street; 4th Floor, Hartford, CT 06106. Resumes should be received by November 5th, 2020, but the position will remain open until filled.