

COMMONWEALTH OF MASSACHUSETTS

CITY OF LOWELL

In City Council

ORDINANCE

An Ordinance creating one (1) new position entitled Assistant CASE Director for Communications and Marketing and establishing the salary therefor in the Department of Cultural Affairs & Special Events (CASE).

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The City Council by virtue of General Laws, Chapter 43, §105 has the right to create and/or delete positions.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LOWELL, as follows:

The Code of Ordinances City of Lowell, Massachusetts, hereinafter called the "Code", adopted by the City Council on December 23, 2008, as amended, is hereby further amended as follows:

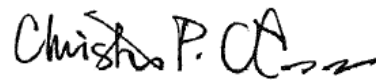
1. In accordance with Chapter 43, Section 105 Mass. General Laws, the following position and salary is created in the Department of Cultural Affairs & Special Events, effective upon passage:

One (1) Assistant CASE Director for Communications and Marketing  
Ordinance, Non-Union  
1100-DH05 (*min*) \$63,365.12/yr. to (*max*) \$74,342.32/yr.  
35 hrs./week

2. All provisions of the Code of the City of Lowell, as amended, which are not inconsistent with this Ordinance shall continue in effect, but all provisions of said Code inconsistent herewith are repealed.

3. This Ordinance shall take effect upon its passage in accordance with the provisions of Chapter 43 and 40A of the General Laws of the Commonwealth of Massachusetts.

APPROVED AS TO FORM:



Christine P. O'Connor  
City Solicitor

**City of Lowell  
Job Description**

**Please Post:**

**Deadline:**

**Assistant Director for Communications and Marketing  
Office of Cultural Affairs and Special Events**

**Job Title:** Assistant CASE Director for Communications and Marketing  
(1100-DH05)  
**Department:** Cultural Affairs & Special Events (CASE)  
**Reports To:** CASE Director, Executive Assistant/ Communications  
**FLSA Status:** Exempt  
**Union:** Confidential/Ordinance/Non-Union Position  
**Salary:** (DH05) \$63,365.12 (min) –to \$74,342.32 (max) annually; 35 hrs./week

**SUMMARY**

Reporting to the CASE Director and under the general direction of the City Manager and/or senior staff, the Asst. Director of Marketing and Communications establishes, manages and implements effective communications and public involvement strategies. A successful candidate will be able to provide timely, accurate, understandable information to the residents of Lowell on various matters related to municipal government. The position is responsible for developing and managing the City's communications policies and procedures and overseeing communications city-wide, including both external and internal mass communications, public information and outreach, public involvement, public opinion research and media relations.

Develops and facilitates strategic approaches to emerging issues. Serves a direct role in emergency response within the incident command system. Serves as an internal consultant, advising the City Manager's Office, department heads, and other city staff on communication strategies and implementation methods based on internal and external communication policies, needs, and best practices.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

This position requires exceptional communication skills, both oral and written, and the ability to work collaboratively with employees, citizens, department heads, boards, committees, and organizations.

Additional responsibilities include, but are not limited to the following:

1. Serves as point person for all marketing efforts of the City and initiatives, either within the city or in partnership with external agencies or business, to promote the City of Lowell to the greater Lowell region, as well as to Greater Boston and New England.

2. Coordinates strategic marketing efforts on behalf of the CASE, under direction of the City Manager's Office, and seek out partnerships with private and public partners in the Merrimack Valley to widen the City of Lowell's appeal
3. Advises the CASE Director and top management staff on communications strategies, policies, procedures and issues. Serves as principal staff consultant to department directors, program managers and other staff in the field of communications.
4. Develops, facilitates and assists with implementing strategic approaches to emerging issues.
5. Establishes, manages and implements effective communications, media relations and public involvement strategies city-wide to help provide timely, accurate, understandable information to the residents of Lowell and others. Directs the organization, scheduling and production of informational and community information activities for the City.
6. Manages content and scheduling for City homepage, television programs and all mass communications, according to City policies, procedures, and communications best practices. Participates in decisions about website, with the Chief Information Officer and/or his or her staff as assigned.
7. Plans, develops, coordinates and produces public information products including brochures, fact sheets, news releases, audio/visual and television programs, website and other informational, educational and promotional materials using current communications technologies. Plans and coordinates and/or supports the planning and coordination of events such as public forums and community activities.
8. Develops and implements plans to increase awareness of City programs and participation in the City's decision making processes. Directs the development of outreach programs to encourage citizen participation in City government and to encourage use of public programs and facilities.
9. Disseminates prompt, accurate emergency public information during emergency and disaster situations.

### **SUPERVISORY RESPONSIBILITIES**

Supervises subordinate employees; may act as Director as needed

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Bachelor's Degree in communications, public policy/administration or similar field preferred. Minimum of five years related experience and/or training; or equivalent combination of education and experience. Experience with government preferred.

### **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business

correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

### **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **REASONING ABILITY**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**CERTIFICATES, LICENSES, REGISTRATIONS** Valid Driver's license required.

### **PHYSICAL DEMANDS**

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

While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include distance vision, and color vision.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in both office and field settings. Field work often includes rough or uneven terrain in undeveloped areas and can occur in adverse weather conditions. Frequently interacts with the public in the field, which may include exposure to hostile, offensive language or interactions with angry, volatile or mentally ill individuals who may be verbally abusive or threatening. Work involves moderate risks involved in working with the public and a variety of situation-specific conditions which may include exposure to toxic materials.

The noise level in the work environment is usually moderate.

The City of Lowell is a smoke and drug free employer and requires a physical with drug screen and CORI, post offer.

***Qualified individuals should send application/resume with cover letter to the Human Relations Office, Mary Callery, HR Director Room 19 - City Hall, Lowell, MA 01852 by the Deadline***

***Applicants may also send resume with cover letter to fax 978-446-7102 or email to [cityjobs@lowellma.gov](mailto:cityjobs@lowellma.gov)***

**EOE/AA/504 Employer**



Thomas A. Golden, Jr.  
City Manager

August 17, 2022

Mayor Sokhary Chau  
And  
Members of the Lowell City Council

**SUBJECT: Ordinance - Create New Position – Asst. CASE Director for Communications and Marketing**

Dear Mayor Chau and Members of the Lowell City Council,

I respectfully request that the City Council support the enclosed Ordinance to create a new position in the CASE Department vote to send it to a public hearing for review and approval. The funding for which is included in a transfer under separate cover. This ordinance was drafted in response to Councilor Jenness' motion of May 3, 2022 and is a component of a multi-faced strategy to improve communications from City Hall to the community at-large, as well as expand the mission of the CASE Office to include marketing and communications. A copy of the proposed job description is also included

An initial goal of my Administration is to better market the City of Lowell to the greater Merrimack Valley. This proposal will afford the organization the opportunity to expand the existing efforts of the CASE department and facilitate the improvement of the information flow from City Hall to the residents and businesses of Lowell.

An enclosed memorandum from the Chief Financial Officer further details the rationale and goals of this proposal, as well as the financing plan.

Sincerely,

Thomas A. Golden, Jr.  
City Manager

Cc: Conor Baldwin, Chief Financial Officer  
Christine O'Connor, City Solicitor  
Nancy McGovern, Executive Assistant/ Communications