

## **DIRECTOR OF COMMUNICATIONS**

### **JOB OBJECTIVES**

The individual in this position functions as the City's spokesperson, develops and implements communication strategies consistent with City goals and objectives, manages the City's external communication, via the City's website and other technologies, its social media platforms, and through positive relationships with media and the community. This position leads communication for crisis and issues management, partnerships, professional relations and communications strategies and implementation. In addition, the Director of Communications leads message development and deployment. This position reports to the City Administrator.

### **ESSENTIAL FUNCTION STATEMENTS**

*The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:*

Serve as the City's official spokesperson with all media outlets requiring 24/7 availability for emergency and/or critical incidents; conduct and/or facilitate media interviews and conferences.

Direct, design, and develop a variety of publications, surveys and promotional items and print media to share information and increase awareness of the City's goals to both internal and external constituents; work with City departments and consultants if applicable.

Develop and implement broad public engagement strategies; develop and lead public relations, marketing campaigns and educational programs designed to inform and engage the community; manage the on-going relationship with the community and key stakeholders.

Conduct research necessary to determine internal and external perceptions about the City.

Lead, develop and execute communications strategies through collaboration with City's leadership team; serve as a member of the City's leadership team; work collaboratively with departments to develop and implement communications strategies and messaging consistent with the City's goals and objectives.

Develop and maintain strong professional working relationships with department directors, representatives of the news media, and with regional partners' public information officials; provide strong leadership in establishing relationships and fostering partnerships with City staff, the community, civic, and special interest groups.

Prepare and distribute press releases to media outlets; prepare talking points or presentations/scripts for elected officials and City staff for general information, news interviews and/or conferences.

Plan strategies to manage emerging issues and crises and serve as the first responder for relevant information.

Monitor news and social media for City-related communications and discussions; relay community feedback and engagement trends to elected officials, staff and project leaders.

Work with City staff and project leaders on messaging, public outreach strategies, and materials for electronic and in-person dissemination.

Work in partnership with the Information Technology department to ensure communications and marketing goals utilizing City platforms is achieved.

Manage the City's official social media platform and City phone app content including posts, blogging, podcasts, etc.; create graphics and use images and written content to inform and engage the public.

Manage the City's website content consistent with the City's communications strategies; assist staff to develop and maintain department-level pages.

Exercise high degree of accuracy, correctness and discretion when preparing communications materials including managing essential and highly confidential and sensitive information.

Provide training on messaging, marketing, and branding to ensure departmental staff are consistent in carrying forth the City's goals and objectives.

Review and update City's Social Media Policy regularly; create, communicate and disseminate any communication related policies/procedures.

Stay abreast of new trends and innovations in the field of technology as related to public relations/communications.

Represent the City at various meetings and events; work collaboratively with departments to develop and organize City-sponsored events.

Work non-traditional work hours to attend or participate in various events and meetings on behalf of the City; provide in-person support at open houses, forums, workshops and information booths.

Timely and regular attendance.

### **AUXILIARY FUNCTION STATEMENTS**

Follow all safety rules and procedures established for work area.

Perform related duties and responsibilities as required.

### **QUALIFICATIONS**

#### **Knowledge of:**

Principles of marketing and communications and effective social media strategies.

Council-Mayor form of government and the role of communication in support of the Mayor, City Administrator and Council.

Strong analytical and problem-solving skills, and understanding of client-centered support and services.

Metrics and methods of data usage to better communication methods/strategies.

The Incident Command System, FEMA training, and the role of the Public Information Officer.

Excellent oral, written, presentation, and interpersonal communication skills.

Current public relations, marketing, and journalistic practices and techniques.

Mastery of concepts of grammar and punctuation, copy writing, and editing.

Skill in communication strategy planning and implementation.

Microsoft Suite, desktop publishing, photography, citizen response management tools and website and social media management and monitoring tools.

Modern office methods, procedures and practices.

Principles and practices of professional business communication methods.

City government functions, policies, rules and regulations; federal, state and local laws, codes and regulations.

Basic principles and practices of budget administration.

**Ability to:**

Apply communications strategy and public relations principles to complex topics.

Effectively represent the City and interact successfully with internal stakeholders, partner agencies, media, community, vendors/contractors, and business leaders.

Demonstrate strong on-camera presentation, to include interviews with television, radio, and various media outlets.

Communicate effectively in oral and written form, using language that is appropriate to the person, group, or audience.

Develop creative ideas in relation to public information projects.

Develop policies related to communication procedures/strategies.

Establish effective working relationships at all levels of the organization.

Create informational graphics using desktop publishing, images and photography.

Research and implement new communication techniques.

Work independently using independent judgment with little direction, organize work, set priorities, and meet deadlines

Work outside regular office hours, and sometimes unpredictable hours, to meet City needs.

Manage multiple tasks and complete projects on a deadline.

Maintain professionalism and effectiveness while working under pressure; remain calm, deliberate, tactful, and advisory in stressful and emotional situations.

Maintain confidentiality.

Perform the essential functions of the job, with or without reasonable accommodation.

**Education and Experience Guidelines**

*Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Education:**

Equivalent to Bachelor's degree in communications, marketing, journalism, public relations, English, or related field preferred, with a graduate degree desirable.

**Experience:**

Five (5) years of experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience; program or operational level experience in government preferred.

**License or Certificate**

Possession of a valid driver's license.

Accreditation in Public Relations (APR) credential preferred.

**PHYSICAL DEMANDS AND WORKING CONDITIONS**

*The physical demands herein 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 these essential job functions.*

**Environment:** Office environment; exposure to computer screens.

**Mobility:** Sitting for prolonged periods of time; extensive use of computer keyboard. May stand for long periods of time, lift and carry office equipment, supplies and materials. Basic communication skills such as talking and hearing are needed for frequent person-to-person contacts on the phone and in person.

**Vision:** Visual acuity to read numerical figures.

**Other Factors:** Periods of time may be spent outside in varying weather conditions. Incumbents will be required to work extended hours including evenings and weekends. Incumbents may be required to travel outside City boundaries to attend meetings.