

Director of Communications / **Public Information Officer**



Category: Exempt

Department: Administration

Pay Grade: 121

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

The Director of Communications/Public Information Officer (PIO) leads the strategic vision and implementation of the City of Cooper City's external and internal communications. The Director works closely with senior leadership within the organization as the communications partner on a variety of strategic initiatives. This position is responsible for developing, maintaining, and updating the City's Communications Strategic Plan and reporting measurable results to the City Manager on a frequent basis. The overall goal is to ensure residents and community stakeholders receive accurate, timely, and informative communications from the City via owned, shared, and paid media and to make the City a primary source of information. The Director also serves as the brand manager for the organization.

ESSENTIAL JOB FUNCTIONS (examples, not all-inclusive)

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Acts as the primary media liaison for the City, including proactive and reactive media relations. PIO may serve as an official spokesperson when designated by the City Manager.
- Devises and implements the communications and marketing strategies, messaging, and tools needed to build and preserve the image of the City.
- Manages the City's brand to ensure a cohesive look and consistent message on all materials carrying Cooper City's name and logo.
- Coordinates the distribution of timely, accurate, and essential information to residents and other stakeholders via the City's website, social media accounts, newsletters, and other forms of communication deemed appropriate.
- Serves as editor and manager of the City's periodical publications, including our quarterly magazine and the State of the City address.
- Actively participates in the planning, promoting, and implementing of major Cooper City community events and activities and attend as appropriate.
- Builds positive relationships with local businesses, homeowner associations, local community partners, etc.

- Acts as the City's coordinator for special initiatives led by Broward County and other municipalities and regional groups, as appropriate.
- Develops communications plans and budgets for the City's long-term communications strategy.
- Responds and reach out to citizens' groups, individuals, and organizations through conferences, correspondences, and telephone to provide information to the public.
- Performs other duties as directed.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree in communications, public relations, marketing, telecommunications, English, or related field. A minimum of five (5) years of Public Relations/Communications experience with a proven track-record in a fast-paced environment or an equivalent combination of education, training, and experience. Additional qualifying experience or completion of coursework at an accredited college or university in a job-related field may substitute on a year-for-year basis for one year of the required experience or education. Possess or be able to obtain a valid State of Florida driver's license by the date of hire.

Knowledge, Skills, and Abilities:

- Excellent written and verbal communication skills, including expertise in AP Style.
- Strategic thinker who excels at devising and executing original, creative, and innovative ideas.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Able to excel in a fast-paced environment with changing priorities.
- Able to take a positive team approach to working with government, community, and business partners.
- Knowledge of Microsoft Office software, including Word, Excel and PowerPoint
- Knowledge of design software such as Adobe product package, Canva, etc. If not yet acquired skill, ability to learn the use of programs on the job.
- Knowledge of various social media platforms and ability to learn the use of back-end website platforms, content management systems, video editing, etc.
- Ability to respond to common inquiries or complaints from residents or members of the business community.
- Ability to write speeches and articles that conform to a professional style and format.
- Ability to effectively present information to employees, public groups, and elected officials.
- Ability to represent the City in a professional, progressive, and positive manner.

PHYSICAL/MENTAL DEMANDS

Tasks involve the ability to exert light physical effort in sedentary to light work, which may involve lifting, carrying, pushing, and pulling objects and materials of light weight. Tasks may involve extended periods at a keyboard or workstation and extended periods of standing and walking.

WORKING CONDITIONS

General office setting: frequent interruptions and many deadlines to meet.

The City of Cooper City, Florida, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

The above job description reflects the general information deemed necessary to convey the primary functions of the job and shall not be construed as a detailed description of all the work requirements inherent to the position.

The physical demands described 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 the essential functions.

This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.

Acknowledgement:

The signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position. The employee is expected to adhere to all policies.

Signature: _____ Date: _____