

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 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.

- Act 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.
- Devise and implement the communications and marketing strategies, messaging and tools needed to build and preserve the image of the City.
- Manage the City's brand to ensure a cohesive look and consistent message on all materials carrying Cooper City's name and logo.
- Coordinate 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.
- Serve as editor and manager of the City's periodical publications, including our quarterly magazine and the State of the City address.
- Actively participate in the planning, promotion and implementation of major Cooper City community events and activities and attend as appropriate.

- Build positive relationships with local businesses, homeowner associations, and local community partners, etc.
- Act as City's coordinator for special initiatives led by Broward County and other municipalities and regional groups, as appropriate.
- Develop communications plans and budgets for the long-term communications strategy of the City.
- Respond and reach out to citizens' groups, individuals and organizations through conferences, correspondences and telephone to provide information to the public.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree in communications, public relations, marketing, telecommunications, English or related field.
- Excellent written and verbal communication skills, specifically including expertise in AP Style.
- At least 5 years of Public Relations/Communications experience with a proven track record in a fast-paced environment.
- 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 or Canva, etc. If not yet acquired skill, ability to learn 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, and 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 some lifting, carrying, pushing and pulling of objects and materials of light weight (up to 20 pounds). Tasks may involve extended periods of time at a keyboard or workstation and extended periods of time standing and/or walking.

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:

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

Signature: _____ Date: _____