

Position Purpose:

Performs responsible professional work providing information on behalf of the City through various communication outlets to diverse audiences. Works with the Mayor on strategic communication initiatives for the City. Performs all other related work as required.

Essential Functions:

(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

- Directs the implementation of an integrated communications strategy for the City incorporating media broadcasts, written materials, social media trends and applications.
- Coordinates publicity for the Mayor by arranging press conferences, preparing, reviewing and evaluating press releases.
- Assists the Mayor in overseeing development and completion of professional communication materials such as annual reports, professional image brochures and progressive communication materials.
- Oversees the creation of in-depth multi-media productions to highlight the City's services, activities and special promotions through website development, television and social media.
- Collaborates closely with the Director of Community and Economic Development on website content and design, social media outlets and other communication initiatives to enhance community and business relationships.
- Participates and plays an active role in all neighborhood and community meetings hosted by the Mayor.
- Acts as spokesperson for the City.
- Serves as the City's Emergency Information/Communication Officer.
- Cultivates relationships and maintains contacts with external public relations representatives to foster a collaborative effort in promoting the City as a premier location to work, live and play.
- Identifies City projects and programs for positive media coverage potential and facilitates deliberative strategies to promote these activities.
- Works with Division/Department Heads to develop methods of communication to be most effective with stakeholders.
- Build and foster long-term working relationships with various publics of importance including media, members of the community, public affairs offices and other organizations.
- Oversee day-to-day operations of specific year-round communications programs.
- Respond to media requests for information and facilitate media interviews with spokespeople, and other staff.
- Oversees development of news releases, news materials, fact sheets
- Develops talking points for Executive Speakers on behalf of City
- Monitors and reviews departmental communications to external audiences to ensure that all departments are sending a consistent message to the targeted public.
- Works in partnership with the Human Resources Director on promoting the City as a leading employer through various outlets include: website, social media, newsletters, employee testimonials, podcasts and special events.

- Creates/maintains web content for divisions/departments that do not have an individual available to enter web/social media updates.
- Integrates City website and offsite content (City Facebook page, Twitter feed, Socrata Open Data Service) to create a unified “portal” for information access; creates and maintains Social Media Policy.
- Serves as the focal point for implementing new channels of communication which involve new technology (mobile apps, RSS feeds, and podcasts) to communicate with citizens and officials.
- Maintains and creates content for subscriber list distribution (“Notify Me”).
- Participates in planning new web services developing standards and evaluating and implementing content management solutions.
- Interfaces with internal and external users including residents regarding new web services, requests/complaints.
- Works closely with the City Clerk, and other City Departments to streamline and automate posting materials.
- Trains departments on CivicPlus content entry.
- Performs similar or related work as required, directed or as situation dictates.

Recommended Minimum Qualifications:

Education, Training and Experience:

Bachelor’s Degree in Communications, Marketing, Public Relations, or related field; minimum of five years’ experience, including two years of experience in managing a website with end user support and web development; or any equivalent combination of education, training, and experience. Must possess a valid Class D Driver’s License.

Knowledge, Ability and Skill:

Knowledge: Knowledge of modern principles and practices of media and public relations. Knowledge of marketing and communication techniques. Knowledge of correct English usage, grammar, spelling, and vocabulary. Working knowledge of website management systems, computer applications, graphics and multi-media presentation techniques. Knowledge of basic research methods.

Ability: Ability to adapt quickly to changing priorities and deadlines. Ability to prioritize and work independently. Ability to speak and write effectively. Ability to establish and maintain effective working relationships with staff, media and community. Ability to research, write and edit publications, marketing materials and reports. Ability to communicate through various means, such as oral, written, visual, etc. Ability to prioritize tasks and manage multiple short and long-term projects at one time.

Skill: Excellent written and oral communication skills; strong interpersonal, public relations and organizational skills. Proficient in utilizing contemporary office applications for word processing, database, spreadsheet, presentation, and internet use. Skill in website and content management, graphic design, word processing and spreadsheet, database formatting and design.

Physical Requirements:

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.

Regularly required to walk, stand, sit, talk, and hear; operate objects, tools, or controls; pick up paper, files and other common office objects. Ability to view computer screens and work with details for extended periods of time. Must be able to communicate written and verbally. Vision and hearing at or correctable to normal ranges.

Supervision:

Supervision Scope: Performs varied and responsible work requiring the exercise of independent judgment and initiative to complete tasks, particularly in situations not clearly defined by precedent or established procedures.

Supervision Received: Works under the direction of the Mayor with considerable latitude for independent judgment and initiative.

Supervision Given: None.

Job Environment:

- Most work is performed in office conditions; regular schedule requires attendance evening meetings.
- Operates an automobile, computer, telephone, and other standard office equipment.
- Performance of duties requires regular contact with the community including residents, business owners, general public, community organizations and local and state agencies.
- The employee has access to some confidential information.
- Errors in judgment could result in delay or loss of service, or adverse public relations.

(This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.)