



Date Adopted: 2/18/2020

Date Revised:

**Title:**                   **Communications Manager**  
**FLSA:**                   **Exempt/At-Will/Designated Management**

### **General Purpose:**

To plan, organize, and manage the activities of the Public Information Division within the City Manager's Office. Directs the creation, development, production and distribution of public information and government affairs materials using all forms of communication and media. Demonstrates a full understanding of all applicable policies, procedures, laws and work methods associated with assigned duties. Act as the City's representative to internal and external groups and advisory bodies related to areas of responsibility. Serve as public information officer during emergency operations. Provides highly complex staff assistance to the City Manager or designee.

### **Distinguishing Characteristics:**

This is a single classification reporting directly to the City Manager or designee. The Communications Manager is responsible for the Public Information Division within the City Manager's Office. The Communications Manager performs complex and politically sensitive tasks including functioning as the City's media advisor and strategist. Appropriate judgment is essential to this position, as the incumbent is expected to use professional judgement and skills in establishing relationships working with community and neighborhood groups. Strategic thinking is also essential to this position, including the ability to see emerging trends and develop strategies to succeed in a changing environment. Community sensitivity and awareness are crucial to this position, including gauging community reaction to City communications and programs and being able to effectively communicate to a very culturally diverse community. Creativity is paramount in developing and implementing effective marketing, public information, and media relations programs, campaigns, and materials using all available media, including social media. This position serves as the City's coordinator of public information and media spokesperson by performing highly complex professional level work by developing, implementing, maintaining and evaluating the City's information, education and public relations/marketing programs. Employees at this level receive administrative direction from the City Manager, or designee, in terms of goals and are reviewed in terms of results. A person appointed to the Communications Manager classification is an At-Will Employee.

### **Supervision Received and Exercised:**

Receives administrative direction from the City Manager or designee.

Exercises direct or indirect supervision over supervisory, professional, technical and clerical personnel as appropriate.

### **Essential Duties and Responsibilities:**

The following duties are normal for this classification. 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 this class.

Develop and implement divisional goals, objectives, policies and procedures.

Direct, oversee and participate in the development of the Division work plan; assign work activities, projects and programs; monitor workflow; review and evaluate work products, methods and procedures.

Prepare the Division budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.

Develop and conduct public relations surveys through various methods.

Represent the Division and City Manager's Office to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Advise City Manager, City Council and Management staff on effective public information methods and procedures; develop training programs for staff on effective media relations.

Coordinate public information program with all City Departments.

Create, coordinate and/or contribute to a variety of written publications such as the City Newsletter, Department brochures, fact sheets and other publications.

Assist Departments with the material content associated with the City's website.

Prepare media releases covering City programs and projects, governmental activities and matters of general interest to the community.

Write, coordinate and/or contribute articles and develop other methods for the City to receive regional, State and national recognition for local programs and services.

Establish schedules and methods for community and public relations; develop and implement public relations and social media policies and procedures.

Design and implement marketing campaigns to promote City services, activities, programs and special events.

Work directly with members of the local media as the media liaison on specific issues, when appropriate, and deliver communications designed to control local issues identified in the media/community relations program.

Organize special events relating to areas of responsibility.

Research and prepare technical and administrative reports; prepare written correspondence.

Represent the City in a variety of community outreach activities and public education programs including participating as a contributing member of designated community organizations, committees/project teams and work groups.

Prepare speeches and live and/or recorded presentations for the Mayor and City Council.

Serve as public information officer during emergency operations.

May recommend the appointment of personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the Public Information Division.

Establish positive working relationships with representatives of community organizations, State/local agencies and associations, City management, City staff, news media, and the public.

Attends conferences to remain current on professional issues and related legislation.

Perform other related duties as required.

**Minimum Qualifications:**

**Knowledge of:**

Principles of effective community relations in the municipal governance realm.

Principals, practices and techniques for design and implementation of public affairs, public information and community programs.

Practices and techniques used in disseminating information to the public through various media channels.

Methods and techniques for creating effective media and public relations materials.

Modern communication and marketing concepts, techniques and procedures.

Production techniques for various print and electronic media.

Operations and functioning of local media such as newspapers, radio and television.

English language mechanics, syntax, grammar and spelling;

Applicable Federal, State and local laws, rules and regulations.

Principles and practices of leadership, motivation, team building and conflict resolution.

Principles and practices of supervision, training and personnel management.

Budgeting procedures and techniques.

Modern office practices, procedures, methods and equipment.

Customer service skills.

**Ability To:**

Organize and manage the operations of the Public Information Division.

Interpret and apply City policies, procedures, rules and regulations as related to public information activities.

Coordinate the dissemination of information concerning City services and events on a routine basis.

Use all relevant forms of social media (including the City website, FaceBook, Twitter, etc.) to keep all segments of the community informed of important municipal issues and information; monitor and manage comments and postings on social media to minimize inaccuracies damaging to the City.

Develop and maintain effective working relationships with local, regional, national and online media entities to maximize access on behalf of the City.

Develop and distribute up-to-date information to the local business community using social media outlets, general media contacts and the City website.

Communicate politically, culturally, and socially sensitive issues persuasively and tactfully; communicate effectively, clearly and concisely, both orally and in writing.

Use interpersonal skills to initiate, establish and maintain effective working relationships with elected officials, neighborhood and community groups, business leaders; Establish and maintain effective working relationships with those contacted in the course of work; Gain cooperation through discussion and persuasion.

Prepare written material regarding local government activities and programs.

Maintain effective working relationships with the media.

Coordinate the public information program with other City Departments to present a clear and concise description of activities, programs and events.

Train, educate and advise City Staff and Elected Officials in effective ways to make public presentations and develop and implement constructive media relations.

Handle pressure of deadlines and work on several projects or processes at the same time.

Write with sufficient clarity to produce clear, concise and readable copy on a wide variety of topics.

Effectively use a personal computer to produce a wide variety of written and graphic material and information for external and internal distribution.

Prepare and administer a budget.

Supervise, train and evaluate personnel, as appropriate.

Work a flexible schedule including evening and weekend hours.

**Physical Standards:**

The physical standards described are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

An employee is regularly required to sit for long periods of time; intermittently stand, walk, bend, and twist to reach equipment around desk; perform simple grasping and fine manipulation; use telephone, hand writing and use of keyboard to communicate; see small text and numbers; intermittently move equipment weighing 20 pounds or less.

Use written and oral communications skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with those encountered in the course of work.

**Education, Experience, and Training:**

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

**Education:** Equivalent to a Bachelor's degree from an accredited college or university with major course work in business or public administration, public relations, mass communications, English, journalism, or a closely related field. A Master's degree is desirable.

**Experience:** Four years of progressive responsible professional level work in public relations or public information products and programs. Experience working with all relevant media, including social media. Two years of administrative and/or lead supervisory experience required. Experience working with City officials is highly desirable.

**Training:** Any recent training, such as academic courses and certification programs, which are relevant to this job classification.

**Licenses, Certificates, Special Requirements:**

Possession of a valid California Class C Drivers' License and Certificate of Automobile Insurance for Personal Liability.

Special Requirements: Must have the willingness and ability to: work the hours necessary to accomplish the assigned duties, including evening and week-end hours; attend evening meetings; travel out of town and attend workshops, conferences, seminars during work and non-work hours.