



## **COMMUNICATIONS PROGRAM MANAGER**

### **DEFINITION**

Under general direction, plans, organizes, and executes comprehensive communications and public outreach programs for the City; plans, implements, coordinates, and evaluates public information, community outreach, and media relations functions and activities; develops Citywide strategic and ongoing communications, social media, branding, and media efforts; prepares a variety of written, oral, and multi-media communications; provides complex and responsible support to the City Administrator in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the City Administrator. Exercises supervision over communications staff.

### **CLASS CHARACTERISTICS**

This class provides professional support in planning, organizing, reviewing, and evaluating communications and public outreach activities with significant cross-departmental influence. Performance of the work requires performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility and requires the use of considerable independence, initiative, and discretion within established guidelines.

### **EXAMPLES OF DUTIES** (Illustrative Only)

*Management reserves the rights to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Plans, manages, and oversees the daily functions, operations, and activities of the public information, public relations, and communications programs.
- Plans and implements strategic communications such as press releases, e-blasts, digital content, brochures, correspondence, and social media posts to disseminate and manage information, in consultation with City management and City Council to promote City initiatives and priorities.
- Provides advice and support to City staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assists City management and City Council in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plans, develops, and implements comprehensive communication and public information programs for the City's written, oral, and multi-media communications with the public, news media, social media platforms, and City staff.
- Contributes to the development and management of the City's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and communication programs, projects, and issues of importance to the City.
- Develops and implements a comprehensive media relations program; prepares media information packets regarding City operations and programs; tracks and responds to media inquiries; acts as media liaison with local and regional media to promote improved communications with press representatives;

coordinates information dissemination to the media, community groups, and the general public on all subjects relating to City government, services and programs.

- Provides critical support to citywide alert and warning functions. Organizes and updates public information during a local disaster or crisis. Serves as the City's Public Information Officer in an active emergency operation center (EOC).
- Develops, manages, and provides oversight of the City's overall social media strategy and presence.
- Assists with the development and implementation of key messaging for the City; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, memos, presentations, reports, press releases, advertisements, photography, and other materials; serves as editor for paper/electronic publications; oversees design, content, production, printing, and distribution of all print and electronic materials.
- Provides oversight of the City's external website and intranet; ensures website content is appropriate and aligns with City communication plans, strategies, and website design standards; establishes best practices and guidelines for maintaining the website and other electronic communications, such as social media.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays, and exhibits which foster understanding and good will; plans delivery strategy and makes speeches.
- Establishes and maintains positive working relationships with co-workers, other City employees, other public agencies, community groups, and the public using principles of good public relations and customer service; acts as liaison with the community and represents the City at meetings.
- Supervises communications staff and oversees the operation of City channels.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles, practices, and techniques of public information, community relations, and public education and methods of preparing informational materials and disseminating them through various media including social and electronic media.
- Current principles, techniques, and objectives of professional journalistic methods, including research, publication, and presentation.
- Principles and practices for digital content, social media, and other web-based communication tools and technologies.
- Strategic communication principles and practices.
- The AP style guide as a writing reference for press releases, publications, other collateral, and to establish clear branding.
- The requirements of various media used in publicity and promotions work, including video and written media; artwork layout and report format.
- Records management principles and practices.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions, and activities of city administration.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Principles and techniques of professional writing including English grammar, spelling and punctuation.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

**Ability to:**

- Plan, research, organize, coordinate, and implement a variety of centralized communications and public relations programs and projects.
- Develop sound communications and public relations strategies and deliverables.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Interpret and apply laws, regulations, policies, and procedures related to communications and public relations in a municipal environment.
- Analyze complex problems, make decisions rapidly within the scope of authority and recommend solutions and strategies to City management.
- Research, analyze, evaluate, and implement emergent technologies and methods related to communications and public relations.
- Design, develop, and manage digital content, social media, and other web-based communication tools and technologies.
- Prepare and present information about complex issues in a manner that is easily communicated and understood by a diverse audience.
- Effectively represent the City in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a bachelor's degree from an accredited college or university with major coursework in journalism, public relations, communications, marketing, or a related field and three (3) years of increasingly responsible experience in journalism, communications, and/or public relations.

**Licenses and Certificates:**

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

**Physical Demands:**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen and color vision to review graphics and color documents; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

**Environmental Conditions:**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.