



June 2023  
FLSA: Exempt

## COMMUNICATIONS MANAGER

### **DEFINITION**

Under general supervision, directs, manages, supervises, and coordinates the activities and operations of the Communications Division; directs, develops and implements City outreach and communications strategies and keeps the public, providers, media, community partners, employees and other City stakeholders informed about valuable City information such as available resources, programs, events and projects; administers current and long-term planning activities; manages the effective use of resources to improve organizational productivity and customer service; provides complex and responsible support to executive management in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Communications Director/City Clerk. Exercises direct supervision over professional and administrative support staff as assigned.

### **CLASS CHARACTERISTICS**

This is a management classification responsible for managing the Communications Division. The incumbent is responsible for developing and implementing policies and procedures, short- and long-term planning, budget administration and reporting, and coordination of key programs/projects with other City divisions and departments and external agencies. Incumbents apply advanced management principles and strategic thinking to decisions that impact the organization as a whole and the public being served. Positions generally serve as advisors and contributors to executive management on policies, procedures, and major City initiatives.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)**

*Management reserves the right 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 Communications Division, including, but not limited to, the City's website, social media accounts, video, audio, photographic, print and marketing materials.
- Participates in the development and implementation of goals, objectives, policies, and priorities for the division; recommends, within division policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Participates in the development, administration, and oversight of division budget; determines funding needed for staffing, equipment, materials and supplies; ensures compliance with budgeted funding.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships; identifies opportunities and makes recommendations for improvement.
- Participates in the selection of, trains, motivates, and evaluates assigned personnel; works with employees to correct deficiencies; recommends and implements discipline and termination procedures.

- Assists in research, writing, editing, and proofing social website and other online and print content; provides oversight for and/or compiles, writes and disseminates a weekly newsletter which informs the community about important events and opportunities.
- Creates and/or oversees and supports development of materials, which may include reports, brochures, guides, policy manuals, flyers, posters, PowerPoint presentations, training materials, signage, fact sheets and other promotional efforts.
- Oversees development and/or creates, edits, publishes, and tracks content for public and Intranet websites, ensuring information is relevant and up to date and effectively engages visitors.
- Assists with overseeing the creation, editing, public monitoring of social media content for Facebook, Twitter and other sites; assists in producing, recording and/or posting videos on social media platforms and recommends new social media websites, as needed.
- Supports and coordinates community and program strategies to improve public awareness and increase involvement in City programs, plans and projects; edits, approves and occasionally writes and posts social media posts which are disseminated on various channels.
- Supports press and media relations, including writing, editing of news releases, media advisories, talking points, main current press lists and media materials, and coordinating media.
- Coordinates production schedules, tracks timelines, assists in maintaining video library and supports ongoing relationship with design photographers, and videographers.
- Compiles and organizes communications and materials; reviews and tracks print and online communications to ensure effective use and compliance of branding components of the City.
- Acts as assigned staff for departmental policies and protocol; manages administrative tasks for the department such as overseeing consulting contracts, authorizing payments for departmental services, etc.
- Attends inter-departmental meetings to ensure other departments are supported by the Communications division; coordinates with departments and ensures an understanding the political nature of public engagement and provides accurate and transparent information to the community.
- Develops and reviews staff reports related to assigned activities.
- Evaluates equipment for purchase and assists in the development of specifications; orders materials and supplies; approves orders of materials and supplies by other staff associated with program area.
- Receives, investigates, and responds to difficult and sensitive problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Provides advisory support and acts as a liaison to City departments, commissions, citizen committees, community partners, and volunteers to facilitate the delivery of effective marketing campaigns; builds partnerships and coalitions.
- Directs and manages marketing strategies and promotional plans for City-wide services, programs and facility use.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of communications and social media; researches emerging products and enhancements and their applicability to City needs.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Administrative principles, practices, and methods including goal setting, program development, implementation and evaluation, policy and procedure development, quality control and work standards.

- Principles and practices of communication, outreach and social media program development and administration, including program implementation, review, and evaluation, budgeting, purchasing, and personnel management.
- Principles and practices of budget development and administration.
- Principles and practices of contract administration and management.
- Record keeping principles and procedures.
- Applicable federal, state, and local laws, codes, and ordinances relevant to area(s) of responsibility.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

**Ability to:**

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively and evaluate performance in an objective and positive manner.
- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for the assigned division(s).
- Prepare and deliver effective public presentations for a variety of audiences including elected officials, staff, the community, service organizations and volunteers.
- Develop, plan, coordinate, and implement a variety of marketing and communication programs and activities suited to the needs of the community.
- Evaluate and develop improvements in operations, procedures, policies, or methods; develop and maintain administrative databases.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the division and the City in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations, and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Effectively use computer systems, software applications, 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 in communications, marketing, journalism or a directly related field; and four (4) years of increasingly responsible experience in marketing, communications, media or administrative experience in a public agency.

**Licenses and Certifications:**

- Possession of a valid California Driver's License, and a good driving record, to be maintained throughout employment.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office and/or recreational facility setting and use standard office and/or recreation equipment, including a computer; operate a motor vehicle; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Must possess the physical stamina to lift and move tables and chairs, arrange facilities for community events and/or meetings. 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, climb, and walk on uneven surfaces to participate in recreational activities; and 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 weighing up to 50 pounds, in all cases with the use of proper equipment and/or assistance from other staff.

**ENVIRONMENTAL CONDITIONS**

Employees may work in the field and are occasionally exposed to loud noise levels, cold and/or hot temperatures, vibration, confining workspace, chemicals, mechanical and/or electrical hazards. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.