

JOB TITLE: Communications Manager

JOB NO: PM099212

JOB FAMILY: Professional

FLSA: Exempt

SAFETY SENSITIVE: No

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

GENERAL SUMMARY

Plans, organizes and manages information dissemination, public relations activities, Web site content, media relations, and general communication regarding events, operations and programs of the City. Coordinates and consults with City departments concerning internal and external communications strategies to include publication of newsletters for the public and employees. Serves as the spokesperson for the City during media events. Promotes and maintains communication with all community groups and organizations.

SUPERVISION

General Supervision is provided by the Deputy City Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. All behaviors comply with the Code of Conduct & Rules of Behavior outlined in Chapter 8 of the General Government Policies and Procedures Manual.
2. Plans, writes and distributes news releases concerning City activities and special events.
3. Maintains regular media contacts and keeps them informed of issues and events of importance to the City.
4. Develops and implements strategies to effectively generate positive marketing growth for the city with visitors, residents and businesses.
5. Acts as spokesperson for the City during emergency operations and other media events. Coordinates with Police and Fire PIO's to ensure accurate and timely information dissemination.
6. Writes speeches and prepares presentations for use by the Mayor, City Council members and the City Manager.
7. Frequently engages in public speaking to the media, community groups, business organizations and governmental representatives.
8. Manages and coordinates content of the City's Web site.
9. Assists departments with the development and implementation of Web site pages, design and content.
10. Coordinates and assists with special media events such as groundbreakings, ribbon cuttings and press conferences.
11. Conducts media relations training for key personnel and develops, implements and updates a strategic communications plan.

12. Plans, writes and distributes newsletters for the public and employees.
13. Assists departments with the preparation of departmental publications.

OTHER DUTIES AND RESPONSIBILITIES

1. Performs other duties as assigned.

MINIMUM JOB REQUIREMENTS

EDUCATION

Bachelor's degree in journalism or related field with major course work in public relations, communications, technical writing or advertising.

EXPERIENCE

Five years of progressively responsible professional experience in public relations field, print media, television or related field.

LICENSES AND CERTIFICATES

Possession of a valid Class C Texas Driver's License.

COMPETENCIES

Employee's performance will be evaluated based on five competencies.

Job knowledge; 2) Teamwork; 3) Customer Service; 4) Flexibility; 5) Work Ethic

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

General use of computers, software packages and Internet with emphasis on job related activities.

English usage, spelling, grammar, and punctuation.

Advanced reporting, writing, and speaking skills.

Media resources and requirements posed by them.

Operation of a variety of office equipment including computers and multimedia presentation equipment.

Relating to the general public, public officials, community leaders and the press.

Web site design and function.

Ability to:

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective cooperative working relationships with the media, citizens, elected and appointed public officials and staff.

Plan, publicize, and coordinate special events and programs..

Write, edit, publish and distribute newsletters, press releases, and promotional materials.

Act as spokesperson for City during television, radio, newspaper interviews and public speaking engagements.

Organize work and meet deadlines.

Work independently in the absence of supervision.

Conduct research and opinion polls.

Assist in the development of Web site content for the City's Web site.

Pass a medical physical examination and drug test.

Meet the City's driving standards and use personal vehicle.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

Maintain effective audio-visual discrimination and perception needed for:

- *Making observations*
- *Reading and writing*
- *Communicating with others*
- *Operating assigned equipment*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- *Sitting, walking and standing for extended periods of time*
- *Occasionally lift and carry objects weighing up to 34 pounds.*
- *Occasionally bend, twist, squat, crouch, kneel and reach above the shoulder*

Director of Human Resources

Date

Department Director

Date

DATE ISSUED: February 2006

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