

Option A

City of Camas
Non-Represented
December 2019

COMMUNICATIONS MANAGER

JOB OBJECTIVES

The individual in this position functions as the City's spokesperson, develops and implements communication strategies consistent with City goals and objectives, and manages the City's external communication, via the City's website and other technologies, its social media platforms, and through positive relationships with local news outlets. In addition, this position provides executive-level assistance in support of the City Administrator.

ESSENTIAL FUNCTION STATEMENTS

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

Serve as the City's official spokesperson (Public Information Officer) with news media requiring 24/7 availability for emergency and/or critical incidents; conduct and/or facilitate news media interviews and conferences.

Serve as a member of the City's leadership team. Participate fully and effectively in the development and achievement of collective goals for the betterment of the City organization.

Develop and maintain strong professional working relationships with department directors, representatives of the news media, and with regional partners' public information officials.

Work non-traditional work hours to attend or participate in various events and meetings on behalf of the City; provide in-person support at open houses, forums, workshops and information booths.

Prepare and distribute press releases to media outlets; prepare talking points or presentations/scripts for elected officials and City staff for general information, news interviews and/or conferences.

Work with City staff and project leaders on messaging, public outreach strategies, and materials for electronic and in-person dissemination.

Work collaboratively with departments to develop and implement communications strategies and messaging consistent with the City's goals and objectives.

Manage the City's official social media platform and City phone app content including posts, blogging, podcasts, etc.; create graphics and use images and written content to inform and engage the public.

Manage the City's website content consistent with the City's communications strategies; work with and assist staff to develop and maintain department-level pages.

Plan, direct, coordinate and review the work plan for assigned staff; assign work activities, and projects; review and evaluate work; meet with staff to identify and resolve problems; provide leadership and management to assigned staff.

Prepare documents/statements exercising considerable discretion in processing and managing essential and highly confidential and sensitive information.

Provide training on messaging, marketing, and branding to ensure departmental staff are consistent in carrying forth the City's goals and objectives.

Work with City departments to develop and distribute informational or marketing materials such as brochures, pamphlets, pamphlets, and fliers; develop promotional items.

Create, design and facilitate community surveys related to City services and operations; work with consultants if applicable.

Design advertisements and arrange for print in local media.

Ensure City branding with copy and design standards for City presentations, documents, etc.

Review and update City's Social Media Policy regularly; create, communicate and disseminate any communication related policies/procedures.

Stay abreast of new trends and innovations in the field of technology as related to public relations/communications.

Monitor news articles and social media for City-related communications and discussions; relay community feedback and engagement trends to elected officials, staff and project leaders.

Work collaboratively with departments to develop and organize City-sponsored events.

Represent the City at various meetings and events.

Timely and regular attendance.

AUXILIARY FUNCTION STATEMENTS

Follow all safety rules and procedures established for work area.

Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Current principles, techniques and objectives of public information and communication.

Council-Mayor form of government and the role of communication in support of the Mayor, City Administrator and Council.

The Incident Command System and the role of the Public Information Officer.

Knowledge of current public relations, marketing, and journalistic practices and techniques.

Mastery of written, verbal, and visual communications skills.

Skill in communication planning and implementation.

Microsoft Suite, desktop publishing, photography, citizen response management tools and website and social media management and monitoring tools.

Modern office methods, procedures and practices.

Principles and practices of professional business communication methods; proper use of English language, spelling grammar and punctuation.

Principles of supervision, training and performance evaluation.

City government functions, policies, rules and regulations; federal, state and local laws, codes and regulations.

Basic principles and practices of budget administration.

Ability to:

Demonstrate ability to write clearly/succinctly for different purposes on complex topics.

Communicate effectively both verbally and in writing.

Develop creative ideas in relation to public information projects.

Develop policies related to communication procedures/strategies.

Prioritize tasks and coordinate efforts.

Create informational graphics using desktop publishing, images and photography.

Research and implement new communication techniques.

Manage multiple tasks and complete projects on a deadline.

Maintain professionalism and effectiveness while working under pressure.

Maintain confidentiality.

Oversee, direct and coordinate the work of lower level staff.

Select, manage, supervise, train and evaluate staff.

Work independently, cope with interruptions and changes, prioritize tasks and coordinate efforts to meet required timelines.

Perform the essential functions of the job, with or without reasonable accommodation.

Establish and maintain effective working relationships with City employees, partner agencies, vendors/contractors, the news media and the general public.

Education and Experience Guidelines

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

Education:

Equivalent to Bachelor's degree in communications, marketing, journalism, public relations, English, or related field preferred, with a graduate degree desirable.

Experience:

Five (5) years of experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience.

License or Certificate

Possession of a valid driver's license.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical demands herein 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 these essential job functions.

Environment: Office environment; exposure to computer screens.

Mobility: Sitting for prolonged periods of time; extensive use of computer keyboard. May stand for long periods of time, lift and carry office equipment, supplies and materials. Basic communication skills such as talking and hearing are needed for frequent person-to-person contacts on the phone and in person.

Vision: Visual acuity to read numerical figures.

Other Factors: Periods of time may be spent outside in varying weather conditions. Incumbents will be required to work extended hours including evenings and weekends. Incumbents may be required to travel outside City boundaries to attend meetings.

Salary Scale

Position	1	2	3	4	5	6	7
Communications Manager	6723	6925	7153	7382	7610	7838	8067