

CITY OF MADERA

COMMUNICATIONS MANAGER

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under direction, performs professional administrative, analytical and technical work managing and directing a comprehensive, proactive and influential public information program through a variety of media and communications methods; develops, implements and administers assigned program responsibilities; promotes and creates awareness of the operations and objectives of City government through public outreach, education programs and marketing strategies; performs other related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Communications Manager** is a journey level professional managerial classification. Incumbents possess a significant level of specialized technical expertise and exercise independent judgment with minimum supervision while performing their job duties. Work requires creativity and resourcefulness to accomplish goals and objectives. Significant interaction with City staff at all levels, elected and appointed officials, community representatives and the media is required. These contacts require tact, discretion and persuasion as well as the ability to build effective professional relationships built on trust. This is an unclassified position in which the incumbent serves at the will of the City Administrator.

SUPERVISION RECEIVED/EXERCISED:

Receives direction from the City Administrator or designee. Exercises direct and indirect supervision over assigned staff.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Plans, directs and coordinates the Communications Department work plan through department staff; assigns work activities and responsibilities to appropriate personnel; reviews and evaluates organizational effectiveness and productivity; identifies and resolves problems and/or issues.
- Serves as spokesperson and liaison for the City to the media on a variety of topics. Establishes, promotes and maintains effective relations with the media and advises officials, departments and employees on how to properly frame issues and present

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information to facilitate public understanding. Creates a proactive public relations environment.

- Oversees the City's communications and outreach programs. Ensures that the City's virtual media, including but not limited to website, social and video technology, are current and relevant and that City accomplishments and programs are highlighted and reported appropriately. Ensures that the City's marketing effort is well coordinated, consistent and in accordance with good public relations practices.
- Keeps informed on programs and projects and provides advice on the level, method and timing of various communication methods to best deliver the City's message. Identifies opportunities for promoting the City's programs and projects. Plans, organizes and implements multimedia events and special publicity campaigns for various projects, programs and issues.
- Creates proactive relationships with members of the regional media and serves as staff's contact person with the media to ensure a single source of the most accurate information.
- In collaboration with the City's Information Services Department, leads the development and execution of new media strategy that leverages social networks and other electronic media to better engage the community. Develops appropriate policies and guidelines for the use of communication tools by City departments and staff.
- Prepares and directs the drafting of speeches, press releases, public service announcements, brochures, flyers, pamphlets, newsletters, articles, scripts and related communication tools for City officials and staff which enhance the City's public image.
- Actively tours and participates with City departments and their various programs/projects to ensure that the City's public image is presented in the most favorable manner.
- Ensures sensitive and controversial matters are managed in the most discreet manner possible.
- Attends City Council meetings and other official City meetings and functions, public outreach events and community events. These events may occur during the regularly scheduled work day or in the early mornings, evenings or on weekends.
- Oversees the selection and training of personnel; assumes responsibility for motivating and evaluating assigned personnel; provides necessary training; initiates discipline procedures as is appropriate; assigns work to staff and personnel; monitors work activities to ensure safe work practices, work quality and accuracy; ensures compliance to applicable rules, policies and procedures.
- Prepares, manages and coordinates the development of the department budget; prepares forecasts of necessary funds for staffing, materials and supplies; presents, justifies and defends programs, operations and activities; monitors and approves

expenditures; discusses and resolves budget issues with appropriate staff; implements adjustments as necessary.

- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and face-to-face service.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a **Communications Manager**. A typical way of obtaining the required qualifications is to possess three (3) years of experience in public relations or mass communications and a Bachelor's degree in communications, journalism, public relations, public administration, business administration or a related field.

License/Certificate:

Possession of, or the ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS *(The following are a representative sample of the KAS's necessary to perform essential duties of the position.)*

Knowledge of:

Principles and practices of public information dissemination and community promotion; principles and practices of journalism, public relations, marketing and promotion, including understanding of requirements of various media; public administration policies and procedures; structure and organization of public sector agencies; research techniques and data gathering; issues, laws and legislative developments of importance to the community; journalistic composition and writing styles, spelling, grammar, punctuation and pronunciation; print and broadcast media practices; principles and practices of program development and administration; basic principles and practices of personnel management; budget development and implementation; modern office

practices, methods and equipment, including a computer and applicable software; Federal, State and local laws and regulations relating to assigned areas of responsibility, including the Freedom of Information Act, Brown Act, trademark and copyright law, and confidentiality of personnel information.

Ability to:

Analyze administrative, operational and organizational problems, evaluate alternatives and reach sound conclusions; consult effectively with management and staff; prepare clear and concise communications to be presented both orally or in writing; write creatively and edit reports and publications covering a wide range of subject matter; target messages effectively to various and multiple audiences; leverage technology to facilitate information sharing; manage crisis communications; handle difficult situations with tact and diplomacy and maintain an open and approachable manner; handle multiple projects and events simultaneously; operate a camera, video and audio equipment for capturing photographs and video messages; use a computer and related software to perform the full scope of assigned duties; interpret and apply applicable laws, codes and regulations; prepare complete and accurate complex reports; establish and maintain effective working relationships with a wide variety of individuals that include City officials, staff, the media and the general public; operate effectively regardless of circumstances and present a professional appearance at all times.

Skill to:

Operate both PC and Mac office computers and a variety of software applications in the performance of assigned duties including email, calendar, word processing, spreadsheets, project management, publication, photo editing and video editing software; operate modern office equipment including photocopiers, printers, telephones and facsimile machines; edit written and visual communication proposals; effectively work with a variety of personalities and continually present a professional demeanor.

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