



Communications Program Manager

Summary

Plan, develop, organize, manage, and execute the activities of the City's comprehensive communications, public information, and governmental relations programs. This position is responsible for coordinating all centralized communications activities and programs with City Council, City staff, the news media, the public, and outside agencies and organizations.

Class Characteristics

General direction is provided by the department director. Responsibilities include the interaction and interdepartmental collaboration with all City departments and may include the indirect and direct supervision of professional, technical, administrative support and contract personnel.

This is a management classification that oversees a broad range of responsibilities for public relations and communication related to City services and activities. Incumbents serve as a centralized source of public and community information for dissemination to employees, businesses, community groups, the public and the media. Incumbents serve as a professional-level resource for organizational, operational analyses, and studies. Performance of the work requires the use of considerable independent, initiative, and discretion within broad guidelines.

Essential Duties, Skills, and Demands of the Position

The duties, skills, and demands described here 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 a disability to perform the essential duties, skills, and demands.

Duties:

Develop and execute strategic communication plans in consultation with City management to promote the initiatives and priorities of the City.

Plan, develop and implement a comprehensive communication/public relations program including guidance, coordination, and oversight to all departments to enhance the City's brand, image, and position; promote City programs, events, activities and services.

Participate in the design, development, writing and distribution of public information across a variety of platforms, integrating the City's vision, mission and strategic goals and key issues into various communications.

Manage the City's portfolio of multimedia tools, and produce press releases, website, social media and e-newsletter content.

Oversee emergency communications including coordination of mass notification alerts and other urgent emergency communications; work closely with public safety personnel and others at the emergency operations center and/or during large-scale events and news media briefings.

Distribute key internal messages to all City staff.

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Establish and maintain news media contacts and identify media opportunities; respond to media inquiries and requests for information; establish and maintain effective working relationships with news media representatives and related entities.

Serve as a key spokesperson and representative for the City Manager, answering inquiries from the community, media and other organizations.

Manage the City's customer management system for communications distribution.

Prepare talking points, key messages, media alerts, public announcements, and other informational material related to public relations and public information.

Identify and evaluate emerging media and other public issues and activities and develop strategies and communications to manage/mitigate issues appropriately.

Ensure positive and consistent branding and messaging for all publications.

Administer and oversee the coordination of requests from City departments of their public relations efforts.

Advise and provide guidance to City staff, elected and appointed officials, and commissioners, in developing key messaging, preparing responses to inquiries.

Plan, develop, and manage public relations strategies and logistics for special projects, events, programs, meetings, and public forums.

Use good judgment, resourcefulness and diplomacy in resolving conflict situations, crisis management and in news media interviews.

Plan, prioritize and review the work of professional, technical administrative support and contract staff assigned to support daily operations of the department.

Develop schedules and methods to accomplish assignments ensuring work is completed in a timely and efficient manner.

Receive, research and respond to the more complex and/or politically sensitive questions from outside agencies, other City departments and the general public.

Select and manage consultants and contractors; develop and administer contracts.

Answer questions and provide information to the public, via telephone, e-mail, and written correspondence.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

Skills/Abilities:

Develop a proactive communication strategic plan to meet City needs and services.

Create appropriate messages to develop and implement positive public relations and informational program.

Act as spokesperson and effectively represent the City during interviews and other public speaking engagements.

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Establish and maintain a good working relationship with media representatives, community organizations, staff, and volunteers.

Prepare clear and concise reports, correspondence, and other written materials; present reports at City Council meetings.

Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.

Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines. Work with and maintain the confidentiality of information.

Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks; including graphic design software.

Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.

Establish, maintain, and foster positive and effective working relationships with the community at-large, the City Council, public officials, boards, agencies, citizen groups, and those contacted in the course of work.

Communicate proficiently and understand cultural sensitivities in serving diverse populations.

Oversee communication program in multiple languages.

Coordinate with operating departments and outside agencies to implement media campaigns.

Perform difficult and complex analytical work, ensuring compliance with City policies and procedures, local, state and federal laws and regulations.

Analyze systems, administrative and management practices and identify opportunities for improvement.

Independently perform the more complex professional analytical work in support of department and programs.

Identify, research, and respond to complex and sensitive questions from other City departments, outside agencies and the public.

Interpret, understand and apply City policies and procedures, local, state and federal regulations.

Independently analyze situations and develop logical conclusions and sound recommendations.

Train and provide project direction.

Supervise, train and evaluate assigned staff.

Utilize sound judgment to make decisions in the course of work.

Operate a personal computer with a working knowledge of analytical spreadsheets, word processing, and related business software and equipment, including advanced skill level using Microsoft products.

Apply innovation to problem solving and adapt to new and changing circumstances.

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Provide leadership when necessary to effect departmental goals.

Apply principles of teamwork.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of the work including maintaining an environment of productive customer service.

Physical Demands and Work Environment:

While performing the duties of this job, the employee is frequently required to: sit, stand and walk short distances; use a computer keyboard and mouse, use hands to finger, handle, or feel; reach with hands and arms; and talk or hear in person and on a telephone. The employee will occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision (for reading and working at a computer) and the ability to adjust focus. Employees typically work in an office environment where the noise level is moderate.

Qualifications

Knowledge of:

Objectives of public information and media/community relations programs and media dynamics; presentation formats including graphic design, print media layout and broadcast media production.

Website, social media and communication platform trends, content management and analytics; current events and issues.

Principles, practices and procedures of emergency response communications.

Website design and ability to troubleshoot coding errors.

Effective verbal and interpersonal communication skills.

Communication and public engagement programs and initiatives.

Federal, State and local laws and rules governing the disclosure of information by a public agency.

Principles of project and contract management.

Principles and practices of supervision.

Principles and practices of business writing.

Education and Experience

Any combination equivalent to the education and experience likely to provide the required knowledge and abilities would be qualifying. A typical way to gain such knowledge and abilities would be:

Education:

A Bachelor's degree from an accredited college or university with major course work in public administration, communications, marketing, journalism, public media relations, English or a closely related field is required. A Master's degree is desirable.

Experience:

Three years of experience performing increasingly responsible communications, marketing, and public relations experience, preferably in a municipal government setting. Demonstrated track

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record of community engagement. Ability to communicate in a language other than English is desirable.

Certifications/Licenses:

Possession of a valid California Class C driver's license.

Training in emergency response communications, public engagement or public communications/relations desirable.

Membership in CAPIO desirable.

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Resolution #: 2021- 170 N.C.S.

Department: Economic Development and Open Government

FLSA Status: Exempt