

CITY OF BRISBANE

COMMUNICATIONS MANAGER

Definition

Leads, develops and implements strategic communications activities in order to improve and strengthen communication and engagement with the City's community members; performs public relations activities, media relations and general communication regarding events, operations, and programs of the City; coordinates related projects involving complex community and interdepartmental issues, as assigned; leads efforts to strengthen and expand online and social media presence.

Class Characteristics

This is a professional-level position in which the incumbents perform routine, difficult and complex administrative and technical work where assignments are subject to infrequent review while work is in progress and upon completion. This position uses independent judgment and analytical abilities, which require sound grounding in municipal government and/or assigned program area fundamentals, as well as the ability to independently solve problems of moderate difficulty. Strong written, verbal, interpersonal and human relations skills are essential for incumbents assigned to this classification. This position regularly performs routine and specialized day-to-day department office support work. The incumbent may be responsible for overseeing and directing support staff.

Supervision Received and Exercised

Receives direction from the Administrative Services Director/Deputy City Manager and/or the City Manager.

May provide technical and/or functional oversight to administrative support staff.

Examples of Important and Essential Duties - *the duties described below are provided as examples and are not to be considered as exclusive or all inclusive:*

- Performs public relations and communication activities; determines need for informational and promotional materials and the most effective way to disseminate information to target audiences; researches, prepares, edits, and disseminates public information, news releases, promotional flyers, a newsletter and brochures.
- Serves as a spokesperson and representative for the City Manager and City Council, answering inquiries from the community, media, organizations, etc.
- Leads the City's social media efforts and cross-departmental social media team; monitors City social media feeds and responds as appropriate; posts information on the City-administered platforms.
- Builds and manages the City's press relationships to ensure accurate coverage of events, programs and activities; maintains regular media contacts and keeps them informed of issues and events of importance to the City and citizens.
- Develops and participates in special events.
- Leads fundraising efforts for various donor oriented projects.
- Creates and edits Council Members' articles, talking points for special events, State of the City address and presentation slides.
- Conducts special projects or assists departments at City Manager's request.
- Provides public relations by working with and providing outreach to schools, non-profit organizations, citizens, and community groups.
- Analyzes programs and the needs of residents, now and in the future, using a variety of methods to reach population groups that may need assistance in connecting with City services and programs.

- Manages contracts for the City's public access television channel and website.
- Works with a contractor and other city staff to prepare layout and content for the City newsletter, marketing materials, and City website.
- Manages the City's website including content strategy, integrated messaging, creative direction and analytics; coordinates and/or conducts staff trainings for website editors.
- Solicits and responds to citizen concerns; responds to and resolves citizen inquiries and complaints; follows-up with department staff to ensure prompt resolution.
- Develops, recommends and administers policies and procedures.
- Attends and participates in meetings; represents the City in professional organizations and regional networks.
- Stays abreast of new trends and innovations in the field of community relations, including operations and technology; evaluates the impact of new developments and recommends improvements to existing programs and procedures.

Qualifications

Knowledge of:

- Principles, practices, and techniques of public information, media, marketing and public relations applicable to a variety of city administration functional areas.
- Principles and techniques of professional writing including English grammar, spelling and punctuation.
- Business letter and report writing and the standard format for reports and correspondence.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions and activities of city administration.
- Office administrative practices and procedures, including the use of office equipment and of Microsoft Office and web-based applications and management.
- Records management principles and practices.
- Principles of outreach strategies and technologies, including social media and other web-based communication tools and technologies.
- Problem resolution methods.
- Techniques for dealing effectively with the public and City staff, in person and over the telephone.

Skill to:

- Operate a variety of office equipment including computers and peripheral equipment.
- Perform Word processing and database management with speed and accuracy.
- Use office automation and software applications to facilitate public relations activities.

Ability to:

- Acquire a thorough knowledge of policies and regulations related to department functions, the City, and other applicable agencies.
- Provide accurate interpretations of policies and regulations.
- Manage communications, media relations and marketing programs.
- Coordinate interdepartmental communication to ensure consistency of messages.
- Prepare a variety of reports and analyses, which are written clearly, concisely, and accurately.
- Analyze and interpret a variety of municipal programs.
- Establish, maintain, and research City and department files.
- Develop written presentations and reports, which include drawing conclusions and making recommendations.
- Establish and maintain effective working relationships with, employees, City officials, public officials, vendors, the press, contractors, and the general public.

- Understand and follow directions.
- Organize own work and set priorities, effectively multi-tasking and meeting critical deadlines.
- Accomplish work with a minimum of supervision and with only general direction.
- Maintain confidentiality of sensitive information and records.
- Assist directing the work of others on a project or day-to-day basis; train others in work procedures.
- Deal courteously, effectively and tactfully with the general public and outside organizations and groups.
- Communicate effectively both orally and in writing; accurately and effectively explain programs, policies and procedures.
- Make effective presentations to groups.
- Prepare, administer and promote public announcements, and press releases.

Education and Experience: *Any combination of experience and education that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

Education: Possession of a Bachelor's degree from an accredited college or university with major course works in Public Administration, Economics, Business Administration, Political Science, Public Policy, or closely related field. Masters in Public Administration or Business Administration is desirable.

Experience: Three years progressively responsible full-time experience in journalism, public relations or public information. Additional experience in a professional or support capacity in a government department may be substituted for the required education on a year-for-year basis.

Licenses: Possession of or the ability to obtain an appropriate, valid California driver's license, and have a satisfactory driving record or ability to travel from one location to another for meetings.

Working Conditions: Work in a standard office environment, and in the field at times to conduct media relations. Maintain a neat and clean appearance; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Physical Demands: Able to use standard office equipment, including a computer; sit, stand, walk, and maintain sustained posture in a seated or standing positions for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make presentations; move 35 pound boxes, files, and materials.

Approved Date: February 20, 2020
Resolution: 2020-16

Revised Date:
Resolution:

Bargaining Unit: Mid-Management/Professional Employees
Resolution: 2020-16

Former Titles:

Abolished: