

COMMUNICATIONS & OUTREACH MANAGER

Definition

Performs the research, planning, analysis, training and communications tasks necessary to develop and administer the City's comprehensive community relations, public information and internal communications programs; acts as program/project manager; serves as the City's Public Information Officer; performs related work as required.

Supervision Received and Exercised

Administrative direction is provided by the Assistant City Manager. Assignments may require the supervision of management, professional, technical and clerical positions. The position may also supervise committees and work group teams.

Examples of Duties:

Coordinates and manages the City's external/internal communications and community relations programs; develops and distributes materials explaining City services and how to access these services; provides editing, desktop publishing, and project management for *City Focus* newsletter and annual report; coordinates and manages the City's Web efforts; manages the City's "government access" on the cable system, and serves as City's liaison to the implementation of community-wide Public, Education, and Government (PEG) Access efforts; administers the City's cable television franchise; advises departments on communications and public outreach efforts, customer satisfaction assessment, desktop publishing, grant applications and award nominations; facilitates the use of town hall meetings, focus groups, citizen surveys, and other community engagement techniques as tools to better connect with the community and identify community needs and interests; assists with the City's use of commonly available technologies to help implement a "24-hour City Hall" concept; coordinates an ongoing program intended to monitor customer satisfaction with City activities, and identify community interests that may be germane to City service planning; assists with community collaboration activities and events; serves as Public Information Officer in the City's emergency plan and on a day-to-day basis; provides ongoing training/coaching in customer care, community collaboration, and media relations to the City's workforce; coordinates responses to citizen complaints and request for information and services; directs the day-to-day operations of the communications/outreach office, including, but not limited to supervision of financial matters and assignment of work; assists with the preparation of the City budget; recommends various personnel actions including, but not limited to, hiring, performance evaluations, promotions, transfers and vacation schedules.

Employment Standards

Education and Experience

Combination equivalent to graduation from college with a degree in public administration, business administration, communications, marketing, journalism, public relations or a related field, and 5 years experience in communications and/or public relations (professional experience in a major governmental or corporate entity preferred). A Master's Degree in a related field may be substituted for one year of required experience.

Knowledge and Abilities

Knowledge of modern principles of organization, administration and management; principles, techniques and methods of public information, marketing and community relations; methods of preparing informational materials and disseminating them through appropriate media; broadcast media principles and process, including public, education, and government access televising; organization and function of Federal, State, and local governments; basic research and analysis methodology and techniques.

Ability to utilize considerable judgement, discretion, and initiative in carrying out day-to-day responsibilities; speak and represent the City effectively before a wide range of public and private organizations and officials and media representatives; write effectively and edit the written work of others; work closely and effectively with City employees, members of the public and other organizations; plan and coordinate City and community events; problem solve and pursue community goals in a collaborative and team environment; competently use still photography equipment, personal computers and contemporary word processing, spreadsheet, desktop publishing, Web development and video editing software; facilitate the use of modern communications technologies in accomplishing the work program for this position; plan and supervise work of others.

License(s) or Certificate(s): Must possess a valid California Driver's License upon appointment and have an acceptable driving record.

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