



Communications and Public Engagement Manager

Class Specification

Established 4/25

Class ID:

Unit: MGMT

Probation: 12 Months

FLSA: Exempt

DEFINITION

Under general direction, develops, implements, and oversees strategic internal and external communications initiatives and public engagement efforts across the city. This includes managing media relations, digital platforms, public outreach, and community engagement programs; ensures effective communication between the city government and residents, stakeholders, and the media with a focus on promoting transparency, trust, and inclusivity; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Manager or Assistant City Manager. May exercise supervision or lead direction over assigned lower-level professional, technical, or administrative staff.

DISTINGUISHING CHARACTERISTICS

This is a single-class management position responsible for overseeing citywide internal and external communication activities, as well as coordinating community engagement efforts. The Communications & Public Engagement Manager performs complex and politically sensitive tasks, including serving as the City's Public Information Officer. This role requires a high level of political astuteness and community sensitivity in executing marketing, public information, and media relations programs, campaigns, and materials, all designed to effectively communicate the City's message.

This class is distinguished from the Community Engagement Manager by its broader focus on citywide communication strategies, media relations, and public information, whereas the Community Engagement Manager is more specifically focused on building relationships within community groups, facilitating community programs, and gathering feedback to improve services. The Communications & Public Engagement Manager handles high-level public relations and messaging across the City, while the Community Engagement Manager concentrates on departmental outreach, programs, and gathering feedback specific to their department's initiatives.

EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Plan, manage and implement the daily functions, operations, and activities of all citywide internal and external communication and community engagement, including, but not limited to, the City's website, intranet, social media accounts, and the creation and management of video, audio, photographic, print and marketing materials.

Advise senior City management regarding strategic communication methods and best practices when implementing new communication strategies and public engagement initiatives.

Consistent with the City's social media policy, manage the City's social media channels to ensure strong, ongoing communication between the City and its residents.

Advise and provide staff assistance to personnel from various departments, offering training on effective social media techniques, public engagement methods, and best practices. Work closely with other City departments to ensure consistent messaging across all communication platforms and public outreach efforts.

Manage relationships with key stakeholders, including elected officials, department heads, and community organizations, ensuring clear communication and alignment on city initiatives, policies, and priorities.

Serve as the City's Public Information Officer (PIO); conduct on-camera, radio, and in-person interviews with members of the news media and public; coordinate and conduct press conferences when appropriate.

Manage crisis communication efforts, ensuring timely, clear, and accurate information is disseminated during emergencies or unforeseen events to maintain public trust.

Identify emerging communication challenges and opportunities within the organization; work with department directors and staff to recognize internal and external communication needs and define strategies to address them.

Stay current on trends and innovations in communications, multimedia technologies, web design, social media, and public engagement strategies, continuously improving the City's communication efforts.

Evaluate the effectiveness of communication initiatives and community engagement efforts, using metrics such as public feedback, social media engagement, media coverage, and website traffic to continuously refine strategies.

Write, coordinate and/or contribute articles and develop other methods for the City to receive regional, State and national recognition for local programs and services.

Serve as the City's representative at community meetings and engage with external agencies and organizations, building partnerships and promoting a positive public image of the City.

Prepare speeches, memorandums, presentations, and other documents as needed to support City leadership and communication objectives.

Develop and implement initiatives that encourage civic engagement, including gathering feedback from residents and stakeholders through surveys, focus groups, and public forums.

Establish community partnerships with the City's diverse communities. Ensure that communication strategies and public engagement efforts are accessible and reflect the City's commitment to diversity, equity, inclusion, and belonging.

Develop, foster, and maintain professional relationships with representatives from all local media outlets to ensure positive media coverage and effective communication with the public.

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and emerging trends of effective public communications and public relations.
- Principles and practices of strategic communications planning; communications research and analysis methods and techniques.
- Principles and techniques of contemporary communications channels, including social media, video production (visual storytelling), advertising, publications, public access broadcast operations, etc.

- Principles and techniques for the development of press releases, talking points, newsletters, presentations, business correspondence, and information distribution.
- Methods, techniques, and procedures in the delivery of community outreach; principles and procedures for implementing and directing community outreach and civic engagement activities.
- Applicable Federal, State and local laws, rules and regulations.
- Principles and practices of program budget monitoring.
- Principles and practices of assigning and reviewing the work of others.
- Modern office procedures, methods, and computer applications and equipment.
- Business English, including vocabulary and correct grammatical usage.
- Conflict resolution skills.

Skill or Ability to:

- Develop and coordinate a community outreach program suited to the needs of the diverse community; communicate with multicultural groups; and understand and respect differences.
- Plan, organize, coordinate, and implement a community outreach program(s).
- Analyze, interpret, and explain City administrative policies and procedures.
- Communicate effectively, both orally and in writing; make effective public presentations to the City Council, boards and commissions, community groups and others.
- Supervise, train, and evaluate subordinates.
- Manage, plan, coordinate, and implement an effective public communication program.
- Speak effectively before a wide range of public and private organizations, officials and media representatives.
- Build constructive relationships by promoting and developing effective partnerships with other departments, employees, residents, the school district, outside agencies, the media, businesses, and other groups.
- Learn, interpret, and apply City, department and division rules, regulations, policies, and practices.
- Work independently with minimal supervision.
- Make decisions in changing environments and anticipate future needs; effectively work under the pressure of deadlines.
- Exercise excellent judgement and creative problem-solving.
- Collect, evaluate, interpret, and effectively communicate technical data and strategic information to the media and the public.
- Prepare and administer programs and budgets.
- Keep informed of developments in assigned field.
- Effectively and efficiently use computers, software applications, and office equipment.
- Respectfully and effectively collaborate with a variety of people of varying backgrounds, abilities and roles. Demonstrate tact, professionalism, and diplomacy.

Education and Experience:

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

Possession of a bachelor's degree from an accredited college or university in Marketing, Public Relations, Communication, English or a related field, and five (5) years of progressively responsible work experience in journalism, directly working with the media, or related experience. Bilingual skills are desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various City and meeting sites; vision to read printed

materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees must be available to attend day and evening meetings, at various sites within and outside the City. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.