Job Title: Communications Manager

Department: City Manager

Immediate Supervisor: City Manager

Origination Date:	**07/01/2001**
Revision Date:	**03/28/2012**
Job Grade	**611**
FLSA	**Exempt**

BRIEF DESCRIPTION OF THE JOB:

Plans and directs the citywide communications/marketing function through, social media, PR consultation and issues management, media relations, public outreach campaigns, publication production, website content management, graphic design services, and audio-visual/video productions; and acts as City media spokesperson, oversees the market research function, and develops and overees various marketing messages events for the City.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Directs the Citywide Communication function by developing a Communications Strategic Plan, protecting and enhancing the City's image; determining policies, procedures, budget, and staffing needs for the Communications Office to increase citizen awareness of City services, and gain citizen participation and understanding of City issues;develops and maintains quality media relations
2	S	Acts as PR consultant to Mayor/Council, City's Executive Team, and Directors regarding strategies for issues management related to the dissemination of sensitive official city information; Oversee, develop, write, and/or edit communications materials, columns, speeches, and talking points for the Mayor/Council and City Manager to strategically manage and assist the public's understanding of city policies, programs, and services.
3	S	Advises and works with department heads and managers City-wide on the most appropriate and effective public outreach and/or marketing approach and medium to promote their products, services, or issues or gain citizen participation; develops and implements full marketing campaigns to meet their needs; and participates in cross-departmental teams to bring media/marketing perspective
4	S	Plans, coordinates and oversee the use of social media public outreach; coordinates function and content and determines social media policies and goals; maintains strong communication prescence on social media trends and applications; Manages social media campaign and day to day activities including: online advocacy, writing editorials and community outreach

	Physical Strength Code	ESSENTIAL FUNCTIONS
5	S	Acts as City PIO for media issues; handles crisis communications during EOC emergencies; determines Media Communication policy and directs the City-wide media relations program including pitching stories, writing press releases and commentaries, media coaching, holding press briefings and conferences, and monitoring and tracking and archiving news coverage.
6	S	Advises city management in the development and maintenance of effective current and long-range strategies, plans and practices which affect relationships with the public
7	S	Plans, oversees, and prepares written and electronic publications, newsletters, brochures, fliers, magazine and journal articles, visual presentations, and City-wide award entries to enhance the city's image and to publicize and promote city services and issues
8	S	Directs design, layout, navigation and overall content on the City's official website and employee intranet site; determines web policies and goals; coordinates function and content with other approved City websites; and helps maintain strong marketing presence on website and keep content up-to-date
9	S	Directs the Graphic Design and photography services and monitors use of City logo; directs the Audio Visual functions including the videostreaming and televising of City Council meetings and events; oversees, scripts, and produces short videos and PSAs for the web and TV.
10	S	Directs City's market research needs by developing and overseeing bi-annual Citizen Survey process and analysis and advises departments on needs for market research and designs in-house questionnaires.
11	S	Recruits, hires, trains, coaches, disciplines, and supervises employees, while providing visionary, innovative leadership that encourages and recognizes creativity, innovation, and flexibility in delivering the best customer service to our clients
12	S	Prepares and manages the Communications budget and oversees placement and purchase of all display advertising City-wide

JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum five years experience in a related field.
Certifications and Other Requirements	Valid Driver's License.
Reading	Work requires the ability to read general correspondence, memorandums, reports, and letters at a college level.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write articles for publication, correspondence, memorandums, and reports at a college level.
Managerial	Semi-Complex - Work requires managing and monitoring work performance of a division including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department.
Policy / Decision Making	Significant - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight, however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Budget Responsibility	Moderate - Has responsibility for final approval of at least one division budget and presents the budget(s) to Senior Management. Is authorized to approve division budgeted expenditures for both staff and resources up to the amount that requires the approval of Senior Management.
Technical Skills	Comprehensive Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal / Human Relations Skills	High - Interactions at this level typically result in recommendations regarding policy development, changes in policy, and implementation of policies. Interactions at this level are typically concerned with providing communications at higher levels of organizational operations and may utilize activities such as evaluating customer satisfaction, developing cooperative associations, and allocating resources to improve work operations, work quality, overall achievement of organizational goals and objectives, and customer satisfaction.

City of Goodyear, Arizona

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Making presentations ☐ Observing work site ☐ Observing work duties ☒ Communicating with co-workers
Fine Dexterity	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Computer keyboard ☒ Telephone keypad ☒ Calculator ☐ Calibrating equipment
Walking	☐ N ☐ R ☐ O ☒ F ☐ C	☒ To other departments/offices ☐ Around work site
Lifting	☐ N ☒ R ☐ O ☐ F ☐ C	☐ Supplies ☐ Equipment ☒ Files
Carrying	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Supplies ☐ Equipment ☒ Files
Sitting	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Desk work ☒ Meetings ☒ Driving
Reaching	☐ N ☒ R ☐ O ☐ F ☐ C	☐ For supplies ☒ For files
Handling	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Paperwork ☐ Monies
Kneeling	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Crawling	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Under equipment ☐ Inside attics/pipes/ditches

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/ Pulling	☐ N ☒ R ☐ O ☐ F ☐ C	☒ File drawers ☐ Equipment ☒ Tables and chairs ☐ Hoses
Climbing	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Stairs ☐ Ladders ☐ Step stools ☐ Onto equipment
Vision	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Reading ☒ Computer screen ☒ Driving ☐ Observing work site
Foot Controls	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Driving ☐ Operating heavy equipment ☐ Operating Dictaphone
Balancing	☒ N ☐ R ☐ O ☐ F ☐ C	☐ On ladders ☐ On equipment ☐ On step stools
Bending	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Filing in lower drawers ☒ Retrieving items from lower shelves/ground ☐ Making repairs
Crouching	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Filing in lower drawers ☒ Retrieving items from lower shelves/ground
Hearing	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Communicating via telephone/radio, to co-workers/public ☐ Listening to equipment
Twisting	☐ N ☐ R ☒ O ☐ F ☐ C	☒ From computer to telephone ☐ Getting inside vehicle
Talking	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Communicating via telephone/radio, to co-workers/public
Other		(Explain)

Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Telephone, fax machine, blackberry cell phone, calculator, copier, vehicle, digital camera, Sony DV minicam movie camera.

Computer Equipment and Software:

Mac laptop computer, PC laptop computer, printer, scanner, office related software, creative suites graphic software – photo shop, Indesign, Adobe Instructor and Acrobat, video editing software, web content management software.

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	☒	☐	☐	☐	☐
Wetness and/or humidity (bodily discomfort from moisture)	☒	☐	☐	☐	☐
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	☒	☐	☐	☐	☐
Noise and vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – not customers)	☒	☐	☐	☐	☐

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	☒	☐	☐	☐	☐
Chemical hazards	☒	☐	☐	☐	☐
Electrical hazards	☒	☐	☐	☐	☐
Fire hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable diseases	☒	☐	☐	☐	☐
Physical danger or abuse	☒	☐	☐	☐	☐
Other (specify)	☐	☐	☐	☐	☐

Primary Work Location:

☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☐ Outdoors
☐ Other (Specify)

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Protective Equipment Required:

N/A

Job Demands

Overall Strength Demands:

Overall Strength Demands	
☒ Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
☐ Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
☐ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	☒	☐	☐	☐
Emergency Situations	☐	☐	☒	☐
Frequent Change of Tasks	☒	☐	☐	☐
Irregular Schedule/Overtime	☒	☐	☐	☐
Performing Multiple Tasks Simultaneously	☒	☐	☐	☐
Working Closely with Others as Part of a Team	☒	☐	☐	☐
Tedious or Exacting Work	☐	☒	☐	☐
Noisy/Distracting Environment	☐	☐	☒	☐
Other (Describe below.)	☐	☐	☐	☐

EXPECTED BEHAVIOR:

Manager/Supervisor – Expected Behavior

The incumbent is expected to embrace, support, and promote the City's core values, beliefs, and culture, which include but are not limited to the following:

- Be positive. Do not participate in gossip or allow gossip or negative comments
- Make time for your employees.
- Maintain confidentiality
- Ensure work plans are prepared and communicated to employees at the time of hire and subsequent dates.
- Ensure evaluations in your area are turned in on time, and are fair and accurate reflections of the work performed for the entire evaluation period.
- Ensure all new employees are trained and mentored
- Prepare career plans. Ensure tools/resources are available for employees to achieve goals
- Walk the talk – be an advocate for the Goodyear culture
- Make communication within your department a top priority
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines.
- Support a learning environment
- Be on time for all meetings
- Be a champion of the cities policies and procedures and the classification and compensation program.
- Create and implement ethical standards for your worksite
- Respond to personnel issues immediately
- Ensure employees are allowed to participate ion teams and have time to do so
- Prepare and update standard operating procedures, and departmental operation plans annually.
- Ensure that your employees have the necessary resources they need to be successful within budgetary constraints.
- Be accountable for monthly/annual budget expenditures and be fiscally responsible
- Monitor department accomplishments related to performance indicators
- When wrong, state so
- Discussing and planning should be followed up with action
- Let common sense prevail
- Motivate your employees – provide positive feedback
- Be visionary – anticipate issues
- Mentor and build internal capacity in order for the employees to be able to compete
- Support organizational change
- Support the City's values and mission
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors, and vendors.
- Understand and interpret City policies and procedures, and make rational decisions/ recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and practices and adhere to responsibilities concerning safety prevention, reporting, and monitoring. Safety is everyone's responsibility. Make it a critical part of the day to day operations
- Encourage teamwork and participation by all employees

- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

	_____	_____
	Signature of Employee	Date
_____	_____	_____
Job Title of Supervisor	Signature of Supervisor	Date
_____	_____	_____
Job Title of Department Director	Signature of Department Director	Date

Comments:_____

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The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.