



Communications & Public Engagement Manager

Department/Location:	Administration
Immediate Supervisor:	Community & Economic Development Director
Revision Date:	September 2020
FLSA Status:	Exempt
Classification Range:	12

Position Summary

Plans, manages and coordinates the City's comprehensive communications strategy; coordinates communications, public engagement and media relations activities for the city; engages with city residents, businesses and staff through a variety of initiatives and events; manages, creates and updates the City's website, social media platforms, print publications and video communication; and works with City departments to ensure a comprehensive and coordinated public message.

Essential Responsibilities

Essential duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them if the work is similar, related or logical to the position.

1. Develop and maintain a city-wide strategic communications plan rooted in the City Council's strategic priorities; develop and implement a marketing plan to promote Victoria, its businesses, and amenities.
2. Manage City's overall public information, public relations, electronic/social media programs, media relations, scriptwriting, event planning, marketing/promotion, newsletter and print publication, cable TV programming, photography/videography.
3. Develop and produce City publications (e.g. quarterly newsletter) and other print collateral; write and coordinate the preparation of articles reporting on community or special events, City activities, Council actions, and other topics of public interest; prepare advertising for City programs, events and services; direct the layout and printing of published material according to established schedules.
4. Administer and advance the City's website including the organization, layout, and presentation of City services and programs; write or edit content; develop and maintain style guidelines; ensure high quality, timely distribution of accurate, relevant information to the public; manage website vendor and coordinate upgrades and redesigns.
5. Manage the City's social media channels including writing content and designing effective visual communications; measure and evaluate metrics, stay abreast of trends and tools.
6. Coordinate City special presentations, events and programs; draft proclamations and commendations; attend community events and activities; maintain files related to civic affairs, community events, and other information of interest to City residents and businesses.

7. Develop and implement a plan to improve and expand current video programming for the city's public, education and government cable channel as well as for online distribution.
8. Serve as the point of contact for the media; respond proactively to evolving community issues by consulting with the City Manager; develop and implement comprehensive approaches to engage residents, businesses, and community groups; respond to inquiries and address sensitive issues from the public timely and appropriately.
9. Attend meetings, conferences and trainings as required; participate on committees, task forces and work groups as assigned; serve as a liaison to community groups as assigned.
10. Draft announcements, scripts and speeches for special community programs and events.
11. Continuously monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; identify opportunities for improvement and for enhanced public engagement/public outreach.
12. Manage the City's central photo file.
13. Assist City Manager and Community & Economic Development Director in developing annual budget; track and monitor expenditures and ensure timely payment of invoices.
14. Perform other duties as assigned.

Supervisory Responsibilities

None.

Education and Experience Required

- A Bachelor's degree from an accredited college or university in communications, public relations, public administration, journalism or a closely related field.
- Five or more years of experience working in community or public relations.
- Equivalent combination of education and experience required to perform all essential responsibilities of this position.
- Experience and competency in graphic design
- Experience in social media planning, creation, monitoring and management

Experience Desired

- Five or more years of experience working in community or public relations in a local government setting
- Experience in high level budgeting and long-range planning

Knowledge, Skills and Abilities

Knowledge of:

- Principles and practices of public and community relations, editing and news media reporting, writing for publication, speechwriting, marketing and promotion
- Graphic design principals and techniques

- Municipal government organization and administration
- Photographic and video equipment and techniques
- Social media and website content development

Ability to:

- Communicate effectively, both orally and in writing
- Respond to public relations implications of sensitive political and community issues; advise on the promotional needs of City programs and services; effectively present information to management and the public
- Write press releases, speeches, and copy for municipal publications and related materials
- Act as liaison to the public
- Deal effectively in situations requiring diplomacy and tact
- Conduct research and perform analysis
- Exercise sound, independent judgment within established guidelines
- Coordinate multiple projects simultaneously; diagnose operational problems and take effective courses of action
- Interact effectively under pressure and meet deadlines; work independently with minimal supervision
- Establish and maintain cooperative working relationships with both internally and externally;

Other Requirements

- Ability to pass a criminal background check.
- Satisfactory motor vehicle driving record.

Competencies Common to All Positions

- Demonstrate by personal example the integrity and service standards expected from all employees.
- Ability to develop respectful and cooperative work relationships, including the interest and willingness to help newer employees build the skills, abilities and confidence required their positions as quickly as possible.
- Have a working knowledge of all applicable department and/or city policies and procedures in order to help ensure compliance with such policies and procedures.
- Confer with and keep the immediate supervisor informed of all important matters pertaining to those functions and responsibilities for which the employee is accountable.
- Communicate effectively, both verbally and in writing with a variety of people such as elected and appointed officials, staff, contractors, consultants and the general public.
- Represent the City in a professional manner in all contacts related to City business.

Work Environment and Physical Demands

Work is typically performed in an inside, temperature-controlled environment. Occasional attendance at evening meetings and events is required.

While performing the duties of this job, the employee is frequently required to sit; use the computer keyboard and mouse; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee may occasionally be required to stand, walk, stoop, crouch, and lift/move up to 15 pounds. The employee must be able to work in an office environment where the noise level is usually moderate.

This position description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the city and requirements of the job change.

The City of Victoria is an equal opportunity employer in compliance with the Americans with Disabilities Act. It will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.