



**Range:** SM-2  
**Exempt:** Exempt  
**Date:** June 30, 2016

### **Communications and Public Affairs Manager**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

#### **DEFINITION**

To direct, plan, and manage the operations, programs, and activities for Communications and Public Relations.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the City Manager or designee.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**--*Essential and other important responsibilities and duties depending on which main function of the department you may be assigned, may include, but is not limited to, the following:*

#### **Essential Functions:**

##### **Communications:**

1. Develops and implements City-wide strategic communications plans to include all aspects of municipal communications to internal and external audiences through public education, public relations, public involvement, media relations, and advertising.
2. Oversees all phases of the communications process, including gathering input from surveys and data collection, creation of numerous communication products and services, coordination of all organization communication efforts to ensure consistent content and branding and evaluation of all communication tools, programs and services to ensure effectiveness.
3. Directs, coordinates, oversees and implements a broad array of communications tools and techniques including myriad written documents including letters, memos, newsletters, fact sheets, and info-graphics, public presentations, surveys, focus groups, audio and video recording, social media etc.
4. Responsible for maintaining organization, division and project specific brands and ensures that communications products reinforce core brand concepts.
5. Serves as media liaison by acting as spokesperson for the City, providing story ideas to reporters to promote the City, arranging for media coverage of City events, and developing strategies, action plans, materials, and activities to achieve the desired positive effect.
6. Develops and implements strategic communications and advertising plans that include audience identification, goals, objectives, strategies, tactics, key messages targeted to both residents, businesses and visitors as needed.
7. Establishes and tracks performance data on key communication programs and products.
8. Advises City Manager's Office and city departments on communications and advertising issues; develops and implements communications and advertising campaigns utilizing regular press releases, public service announcements, media advisories, publications, direct mail campaigns, print and broadcast advertising, video production, content and design of the city website and other social media tools.

9. Performs other duties such as photographing city events, researching and writing letters and speeches on behalf of the city and elected officials, writing and submitting national awards applications and articles for professional journals and publications, answering questions from citizens, business representatives, coordinates public meetings, organizes and operates city booths at events, serves as city liaison/ representative at meetings, and performs internal communications tasks.
10. Prepares and monitors division budget.
11. Communicates regularly with all city departments and divisions to ensure accurate information is made available for internal staff and to the public and visitors on city issues, projects and programs.
12. Ensures timely communication of issues to media outlets and prompt response to media inquiries through coordination of responses and necessary personnel.
13. Develops and monitors program for video and broadcast of city meetings, events and other activities.
14. Develops and monitors policies regarding all aspects of media relations including use of social media and the city website.
15. Keeps informed of city activities that could be relevant to internal staff, the media or the public.
16. Assists city employees and public officials in developing and editing media publications.
17. Generates advance publicity through the local media of scheduled activities of the city or information to the public regarding events or opportunities supported by the city.
18. Acts as Public Information Officer for the city and maintains contact with other communication officials in the local area, particularly the dual counties preparedness teams and/or local emergency coordinators. Helps prepare an emergency response PR kit, and/or distributes updates to media outlets in the event of an emergency or wide scale event that affects residents and employees.
19. Staff Liaison to various Community-Based Organizations and groups, representing and reporting back to the City Manager's Office.
20. Coordinates and monitors social networking items of interest to the city.
21. Presents training to employees and elected officials regarding communications best practices and working with the media.
22. Maintains or performs website content function within assigned role.
23. Attends meetings, events and activities as they apply to city issues, communications issues, community programs or other items of interest to the city.
24. Other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- City of Sedona organization, mission, policies and structure.
- Business English and the editorial process.
- Social networking systems and other e-based communications networks.
- Word processing, graphic layout and design, and audio/ visual recording, editing and broadcasting systems.
- Excellent written and oral communication skills.

### **Ability to:**

- Meet deadlines and perform tasks in a fast-paced environment.
- Exercise discretion in handling confidential and sensitive information.
- Develop and deliver public presentations and represent the City of Sedona during public meetings.
- Work in numerous computer programs and applications
- Learn new information and systems when required in order maintain effective and efficient communication.
- Exercise diplomatic interpersonal and collaborative skills.

**Education and experience:**

Education and/or background in communication, marketing, public relations or related field is required. A bachelor's degree and at least two years of increasingly responsible experience in the development and coordination of communication programs is strongly desired.

**WORKING CONDITIONS**

**Environmental Conditions:**

Office environment utilizing computers and other modern office equipment.

**Physical Conditions:**

Essential and other important responsibilities and duties may require maintaining physical condition necessary for sitting for prolonged periods of time and working closely with others; general manual dexterity.