



**City of Tigard
Central Services Department**

**Communications Manager
Job Description**

DEFINITION

Under general direction, provides direct, high-level communication and community engagement oversight and strategic planning support to the city's leadership and council with the purpose of keeping council, city employees and the public informed, and increasing city visibility in the community. Plans, directs, administers, supervises, and participates in the daily operations and activities of the city's Communications Division in the Central Services Department; evaluates the operations and activities of the assigned function; formulates policies, procedures, and practices; and related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Central Services Director. Exercises general and direct supervision over Communications Division team members including the Communications Strategist, web services, and design services.

CLASS CHARACTERISTICS

This is a management-level class in the city's Communications Division that exercises independent judgment on diverse and specialized activities related to both internal and external communications and has significant accountability and ongoing decision-making responsibilities associated with the work. The incumbent organizes and manages day-to-day activities and is responsible for providing professional-level communication support to the city's leadership team, city departments and Council. The incumbent may act as a spokesperson for the city in responding to inquiries from the media and the public. This class is distinguished from the Communication Strategist in that the former has a higher level and broader scope of responsibilities in addition to supervision/management of the division. This class is further distinguished from the Central Services Director in that the latter has overall responsibility for all functions of the Central Services Department including communications, municipal court, records management, web services, design services, city recorder, and fleet and facilities.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Creates and manages the planning and implementation of communications programs promoting the vision, goals, activities and image of city government to citizens, neighborhoods, business community and community leaders, in alignment with City Council goals.
- Works with leadership group to identify and develop annual communication goals including objectives, strategies, and activities.
- Works with city departments to develop communication plans specific to the department's needs including initial project scope, timeline, deliverables, etc.; coordinates cross-departmental communications; provides education/training to city staff on communications resources.
- Develops marketing strategies to effectively promote the city and its projects/programs while educating the public on issues.

- Provides high-level communication and community engagement oversight and strategic planning support; initiates interdepartmental meetings regarding outreach programs to develop communications plans; responsible for the neighborhood network program.
- Supervises division activities to achieve goals within budget and available staffing; reviews progress and makes changes in priorities and schedules as necessary;
- Supervises and coordinates activities of staff; plans and organizes workloads and staff assignments; provides training and tools for optimal job performance; prepares and conducts performance evaluations; initiates and implements performance improvement actions as warranted; resolves grievances and other personnel matters; promotes cooperative team efforts among staff and with other city departments; motivates employees to provide quality services and to maintain effective working relationships with all customers.
- Develops, implements, administers and evaluates division goals, objectives, policies and procedures.
- Responsible for the recruitment and selection of new employees; makes hiring decisions in cooperation with the Director. .
- Evaluates the operations and activities of the Communications Division; implements improvements and modifications; prepares various reports on operations and activities.
- Participates in budget preparation and implementation for the communication division; prepares cost estimates for recommendations; submits justification for requests. Additionally oversees division budget, with fiscal prudence and sensitivity to budgetary and political environment; manages on-going contracts in addition to developing requests for proposals and scopes of work parameters.
- Develops/oversees web communications strategy and content that is sensitive, high priority, cross-departmental, and/or related to key initiatives; oversees messaging for the city's website; provides key direction on tone, look and feel of website.
- Oversees and cultivates the city's audience on social media platforms; ensures compliance with the city's social media standards internally and externally; develops social media content in coordination with other departments.
- Writes and edits key external communication materials, using a style that is engaging, concise and appropriate in tone for the organization/audience; ensure accuracy of information and quality control over all Communications Division products; develops messages appropriate for a wide variety of subjects and diverse audiences.
- Keeps abreast of emerging communication trends and technologies, and recommends and implements new tools to help broaden and deepen the city's communication efforts; works closely and collaboratively with city staff, particularly department communication staff.
- Participates in the communications efforts supporting the strategic plan including working with a team to engage the community through dynamic communication.
- Provides technological leadership; maintains sufficient understanding of multimedia production techniques to guide the work of staff and contractors; oversees management of the Communications Division photo and design archives, as well as the digital equipment inventory.
- Negotiates, administers and manages contracts with private vendors to provide city services for communications, design and other related services.
- Makes presentations to City Council on matters related to city communications and/or attends City Council meetings as appropriate or when requested.
- Maintains records and files using automated and manual methods; enters and retrieves data using various computer systems; completes reports as needed or required.
- Prepares and directs the preparation of a variety of written correspondence, reports, procedures, and other materials.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Promotional, communications and public information methods and techniques including digital communication tools and strategies, media relations and crisis communications.
- Community outreach methodologies and strategies.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable federal, state, and local laws, codes and regulations.
- Principles and practices of contract administration and evaluation.
- Principles and practices of project scope, development and on-going project management.
- Basic principles and practices of public agency budget development and administration, financial recordkeeping and reporting.
- Basic public administration policies and practices.
- Computer applications related to the work, including word processing, database, and spreadsheet applications.
- Applicable departmental codes, regulations, policies, technical processes, and procedures.
- Principles and practices of recordkeeping, data collection and report preparation.
- Principles of business writing techniques, report writing, business arithmetic and statistical techniques, English usage, grammar, spelling, vocabulary and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors and city staff, in person and over the telephone.
- Techniques for providing a high level of customer service to public and city staff, in person and over the telephone.

Ability to:

- Plan, organize, administer, coordinate, review, evaluate and personally participate in a comprehensive communications operations program.
- Supervise, select, train, motivate, and evaluate the work of staff in a decisive manner.
- Prepare clear and concise reports, correspondence, policies, procedures and other written materials.
- Interpret, apply, and explain applicable federal, state and local policies, procedures, laws and regulations.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Understand and carry out complex oral and written instructions.
- Effectively represent the division and the city in meetings with the public, various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Establish and maintain a variety of filing, recordkeeping, and tracking systems.
- Organize, delegate and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Education and Experience:

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

Experience: Five (5) years or more of increasingly responsible experience in communications, public information/relations programs or related work with an emphasis on managing external communications, marketing, public engagement and public information programs including proven project management skills; and at least two (2) years of supervisory or management experience.

Training: Bachelor's degree with major course work in communications, public relations, journalism or related field.

Licenses and Certifications:

- Possession of a valid driver's license with a satisfactory driving record.

PHYSICAL DEMANDS

This is primarily a sedentary office classification although standing in work areas and walking between work areas and driving to meeting locations will be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, or calculator, and to operate standard office equipment. Vision is necessary to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, 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 weighing up to 25 pounds, to carry materials to external meetings, lap tops, projectors, etc. Due to the critical public engagement aspects of this position, off-site and evening/weekend meetings may be a regular requirement of the position.

ENVIRONMENTAL ELEMENTS

Employees spend approximately 60% of the time in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees will also work off-site at businesses, in the community at large collecting information, engaging the community, presenting at meetings both during the day and in the evening. Employees may interact with upset, emotional or frustrated staff and/or public and private representatives in interpreting and enforcing citywide and departmental policies and procedures. Employees will spend time in off-site meeting locations, including but not limited to restaurants, parks, libraries, and other public gathering locations.