



**City of Tigard  
Central Services Department**

**Communications Strategist  
Job Description**

**DEFINITION**

Under general direction, assists in developing key messaging for city departments and the city council related to public relations, internal messaging, media coverage, and strategic communication. Serves as a communication and civic engagement “consultant” to city departments, reviewing projects for appropriateness and clarity in messaging content and advising on implementation for both internal and external audiences. Responsible for providing oversight of the Neighborhood Network Program.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Communications Manager. May exercise technical and functional direction over assigned staff.

**CLASS CHARACTERISTICS**

This is a professional level classification in the city’s Communications Division that exercises independent judgment. Responsibilities include assisting in the coordination of the city’s communications program with both internal and external stakeholders, engaging citizens in the city’s decision-making process; and performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility, and frequently involving contact with the public, including the media. The incumbent is accountable for accomplishing citywide planning and operational goals and objectives related to the communications functions, within general policy guidelines. This class is distinguished from the Communications Manager in that the latter has full management and supervisory authority for planning, organizing, and directing the full scope of operations within the Communications Division.

**ESSENTIAL FUNCTIONS**

- Participates in the management of programs and resources relating to broad public information, involvement, and education programs and projects.
- Participates in all/most activities of the city’s operations including short and long range planning, crisis management, policy development and administration; interacts with the city manager, City Council, and departmental representatives in obtaining and coordinating information.
- Oversees the Neighborhood Network Program which supports Council's goal of communicating with and engaging residents and neighborhoods and allowing residents to connect with each other through programs such as a Tigard Citizens Academy and “Take Back the Street” events.
- Assists in developing marketing strategies that effectively promote the city and its projects and programs while educating the public on the issues.
- Develops and distributes audience specific, strategic, department and citywide messages, presentations, and themes to advance programs, projects, departmental, and citywide goals.
- Assists in the development and implementation of a citywide communication strategy and program as assigned by the Communications Manager.
- Leads media outreach to deliver information and key messages to audiences.

- Participates in selecting and motivating departmental administrative and/or technical staff; may provide or coordinate staff training; recommends improvements in workflow, procedures, and use of equipment and forms.
- Oversees, coordinates, and administers assigned programs and projects; including any legal and regulatory compliance; and coordinates with private businesses and governmental agencies regarding the program as needed.
- Keeps abreast of emerging communication trends and technologies; makes budget recommendations including costing and justification to support proposals as needed.
- Works with design services staff to produce community outreach materials using a variety of formats.
- Edits and produces Cityscape.
- Collects, compiles, and analyzes information from various sources on a variety of specialized topics related to programs administered by the position or by management staff, including complex financial, budget, or administrative issues or questions; prepares comprehensive technical records and reports to present and interpret data, identifies alternatives, and makes and justifies recommendations.
- Conducts surveys and performs research and statistical analyses.
- Conducts a variety of analytical and operational studies regarding departmental and programmatic activities; evaluates alternatives, makes recommendations, and assists with the implementation of procedural, administrative, and/or operational changes after approval.
- Serves as a liaison with employees, public, and private organizations, community groups, and other organizations; provides information and assistance to the public regarding the assigned programs and services; receives and responds to complaints and questions relating to assigned area of responsibility; reviews problems and recommends corrective actions
- Provides guidance, support and problem-solving assistance to community groups in accessing city decision-makers and the decision-making process.
- Represents the city in meetings with governmental agencies, community groups, and various businesses, professional, educational, regulatory and legislative organizations.
- Follows social media trends and recommends implementation; provides primary back-up on social media to the City Manager's Office and provides other back-up as assigned based on citywide needs.
- Performs other duties as assigned.

#### **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, practices and applications of public relations, public information/communication and marketing.
- Practical needs of print and electronic news media and other emerging technologies that may impact local government management.
- Principles, practices, concepts and techniques of project management.
- Principles, practices, concepts and techniques of desktop publishing, graphics production, printing processes and production methods; and website development
- Principles, practices, concepts and techniques of providing/producing public information using public access television and other mediums.
- Applicable federal, state and local codes, laws and regulations including public disclosure laws.

#### **Ability to:**

- Write, edit, design, produce and disseminate communication materials using a variety of formats, including print, electronic, audio, video, website, public access television and other digital platforms.
- Communicate clearly and concisely, both orally and in writing, and make effective presentations to both large and small groups.

- Integrate graphic design elements in communications materials.
- Use sound judgment and professional methods to provide expertise, advice and assistance to departments on communications issues; act with political awareness and tact.
- Place communication vehicles in locations to create momentum, engagement and awareness as well as to test the effectiveness of communication activities.
- Effectively represent the division and the city in meetings with the public, various businesses, professional, educational, legislative, 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 in person or over the phone with those contacted in the course of work; provide a high level of customer service.

## **QUALIFICATIONS**

### **Education and Experience**

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

Experience: Five (5) years or more of increasingly responsible experience in public or community relations work, with an emphasis on communication, marketing, public engagement and public information programs.

Training: Equivalent to a bachelor's degree from an accredited college or university with major course work in public relations, marketing, journalism, public administration or a related field.

### **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. 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 work 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.