

COMMUNICATIONS AND INTERGOVERNMENTAL RELATIONS OFFICER

DEFINITION

This position plans, develops, organizes, manages, and executes the activities of the City's comprehensive communications, public information, and governmental relations programs. This position is responsible for coordinating assigned communications activities and programs with City Council, City staff, the news media, the public, and outside agencies and organizations.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the City Manager. Responsibilities may include indirect supervision of management, professional, technical, and administrative support staff. Provides functional oversight of departmental communications staff across the City.

EXAMPLES OF DUTIES

Essential Duties and Responsibilities:

The following duties are considered essential for this job classification. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned:

- Develop and execute strategic communication plans in consultation with City management and City Council to promote the initiatives and priorities of the City
- Plan, develop, and implement comprehensive communication/public information programs for the City's written, oral, and multi-media communications with the public, the news media, social media platforms, and City staff
- Provide advice and support to City staff and elected/appointed officials regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate
- Assist City management and City Council on developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity
- Advise City staff on appropriate written, oral, and multi-media communications
- Prepare talking points, key messages, media alerts, public announcements, and other informational materials related to public information
- Act as the Public Information Officer and central spokesperson for the City
- Develop and manage the city's social media strategy
- Provide oversight of the city's overall social media presence
- Gather information on major municipal projects for communication with the public
- Prepare brochures, PowerPoint presentations, pamphlets, and other multi-media materials to be released to the public
- Participate in the development of the City's organizational goals and strategies
- Organize and coordinate media releases and other public information collateral and communication methods with department Marketing and Outreach Coordinators and

other City staff to bring consistency to the City's external and internal communication strategies and activities

- Design and structure a comprehensive communication and public outreach strategy that reflects a culture of openness, engagement and transparency
- Act as media liaison, responding to media inquiries on subjects relating to City government, services, and programs
- Receive, investigate and facilitate responses to sensitive inquiries and complaints from both internal and external sources, including performing an educational role by interpreting policy and/or procedure and explaining conclusions and/or resolution
- Respond to media inquiries and emergency situations as the City's spokesperson, coordinating with the City Manager's Office, the City's Emergency Preparedness Coordinator, and other City staff and departments
- Prepare and edit press releases, correspondence, reports, speeches, multi-media and presentations for City management and City Council members
- Review, analyze and evaluate public policy, legislative issues and proposed legislation at the State and Federal level
- Monitor legislative activities and initiatives and evaluates impact upon City operations, eligibility for grants, need for compliance activities and crafts necessary and/or desired responses
- Develop and implement outreach efforts to the City's state legislative representatives to advocate for the City's legislative interests
- Build and maintain cooperative working relationships and positive alliances with members of the news media, social media groups, local officials, legislators, City staff, and the public
- Collaborate with the City's Information Technology Department on updates the City's website and continuously manage the placement and content of the website and social media sources to ensure the information is accurate, accessible, up-to-date, professional, appropriate, engaging, and useful
- Develop effective branding strategies that communicate a consistent identity based on the City's cultural profile and supported by effective marketing communications
- Represent the City at conferences, seminars and meetings as assigned
- Act as liaison with agencies, governmental jurisdictions, consultants and private sector enterprises on the City's behalf
- Maintain knowledge of current trends, theory, practices, laws, regulations, and emerging technologies and methods regarding communications, public information, news media, and community and public relations
- Work across City departments to coordinate and manage all external and internal communications
- Plan, coordinate, and manage special projects and/or related duties as assigned

QUALIFICATIONS

Knowledge of:

Principles, practices, and problems related to public administration and local state and federal government services

Current principles, procedures, and best practices related to communication, public information and media, and community and public relations in a local government environment

Effective techniques for branding and marketing within a public agency environment

The organization, programs and interests of municipal governments, their interest and priorities in communicating with City residents, the media, and others, and the public's interest in having access to various types of information about the City

Information sources in the fields of communications, marketing, public relations and public administration

Techniques for effectively representing the City in contacts with governmental agencies, community groups, various business, professional, educational and regulatory organizations, and the public

The relationship between the legislative and executive functions of City government

The role of City government and its relationship with other government agencies

The functions and accountabilities of municipal governments

Correct grammar usage, spelling, syntax, punctuation, and the principles of effective written communications

Effective writing, editing, publishing procedures and media requirements for dissemination of information, including styles and techniques, concepts and practices of researching, interviewing, branding, marketing and graphic illustration

Ability to:

Plan, organize and coordinate the activities of a centralized communications and public relations function

Develop sound communications and public relations strategies and deliverables

Develop sound internal communications strategies and deliverables

Manage a variety of administrative operations, functions, and projects

Interpret and apply laws, regulations, policies and procedures related to communications and public relations in a municipal environment

Research, analyze and interpret state and federal legislation, bills, and policies as they relate to a local government organization

Analyze complex problems, make decisions rapidly within the scope of authority and recommend solutions to the City Manager and/or City Council

Establish and maintain effective working relationships with City staff, Council members, the media, the public, and various outside agencies

Communicate effectively both orally and in writing

Effectively use emergent technologies and methods related to communications and public relations

Operate computer software such as desktop publishing, presentation software, graphic design, spreadsheets, and databases

Design, develop and manage web pages

Communicate effectively in a clear and concise manner, both in person and in writing

Break down complex issues in a manner that is easily communicated and understood by a diverse audience

Identify legislative issues impacting the City and develop and implement appropriate strategies to address these issues

Work around obstacles to develop and implement creative solutions to problems

Meet overlapping and conflicting deadlines and adapt well to last minute changes in assignments and priorities

Motivate self and others to get things done

Maintain composure in stressful situations, competing or conflicting demands, ambiguous assignments, interruptions and distractions

Speak Spanish is highly desirable, but not mandatory

Experience and Education: Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience – Four (4) years of progressively responsible, recent experience in the field of public information, communications, marketing, public relations, journalism, public policy, legislative affairs and analysis, community outreach, public administration or similar field to demonstrate possession of the knowledge and abilities listed above;

Education - Equivalent to a Bachelor's Degree from an accredited college or university with major course work in communications, public relations, public administration, marketing or a related field. A Master's degree is desirable.

LICENSE OR CERTIFICATE

Individuals must be physically capable of operating a motor vehicle safely and possess a valid, Class C, California Driver License, OR be able to demonstrate the ability to travel on frequent scheduled or unscheduled visits to various locations in the region, which may or may not be reachable by public transportation.

WORKING CONDITIONS

The work of this classification is performed indoors in an office setting and outside the office at indoor and outdoor public meetings and events. Incumbents in this classification communicate verbally in person, by telephone, in meetings, in videos, in the media, and while making presentations in group settings and when making presentations before the City Council. Incumbents operate a computer keyboard to communicate via e-mail and to make use of other software applications on the computer.

APPROVED:

Human Resources Director

Established: April 2017

Revised: June 2017