

CITY OF TOPPENISH
Class Specification

Title: Communications Manager

Department: Executive

FLSA Status: Exempt

Reports to: City Manager

Union Status: Non-Represented

Effective Date: March 8, 2024

Position Summary:

The position is responsible for providing general management and direction for the operation of community access channels and studio; serving as public information officer; and developing and implementing the City's communications, marketing, and outreach plan to develop and implement citywide public information programs designed to help citizens understand how their city works, strengthens the public image of the city, encourages citizen participation in city processes and programs, and fosters a sense of civic pride in the community. Must be able to successfully operate independently and select appropriate methods to accomplish project assignments and make recommendations to management regarding complex issues; and may respond to sensitive and complicated inquiries or problems related to departmental programs or policies.

Essential Duties and Responsibility:

The following statements reflect the general duties and responsibilities of this position but should not be considered an all-inclusive listing. The employee is expected to meet the technical performance standards developed for this position and the City's standards for interpersonal and team behaviors, customer contacts, and supervision. Employees may also perform other duties as assigned, including work in other functional areas to cover absences or to meet current workload needs.

Community Access Channel:

Responsible for the operations and programming of the member cities' two community television channels, recording council meetings for member cities from the recording studio or through attendance at the meetings. Work with translator to translate council meetings to Spanish. Provide administrative support to meet primary objectives.

View and monitor television and computer monitors. Edit programs to ensure fit within programming schedule and guidelines. Produce, program, and oversee weekly programming schedule. Supervise and execute studio, remote and live productions.

Stay abreast of current technology, trends, and industry changes through on-going training and self-study. Maintain, replace, install, or arrange for installation of equipment needed to support the franchise agreement, for the member cities. Establish and administer policies for their use by the member cities and other entities; locating, editing, and scheduling broadcast programs; and preparing bulletin board messages.

Responsible for the management and operation of the MidValley Television web hosting and email exchange operation.

Work with cable company to ensure contracted services are provided and services are following the terms of the agreement, participates in negotiations for the member city's cable franchise agreements.

Supervises division staff, including assigning tasks, providing appropriate training, reviewing employees' work processes and products, counseling employees, reviewing timesheets, giving performance evaluations, recommending disciplinary action; participates in the interviewing and hiring process. Recruit volunteers as needed.

Communications and Marketing:

Collaborates with city officials and staff to develop and implement a city-wide communications strategy and support for large-scale city projects and issues, major incidents and emergencies including public information and education, media relations, and emergency communications; provides expertise and oversight for external and internal messaging to citizens, community groups, the media, external organizations, the public, and city employees.

Leads development and oversee production of a variety of public relations and marketing activities, including preparing public service announcements, news releases, audio-visual materials, and video productions to enhance the City's public image and facilitate dissemination of information to promote city-wide issues and/or events. Develops public information about city operations and services, including controversial public policy issues, and supports executive and management special projects.

Serves as the primary city spokesperson for media inquiries. Develop and maintain relationships with news media. Prepares and delivers news releases and press briefings. Responds to crises or challenging situations quickly and professionally. Communicates with directors, managers, city officials, and others regarding issues and matters of public concern; assists in developing strategic communications and media relations plans as needed.

Coordinates public relations and community events such as ribbon-cutting ceremonies, and city related functions. Serves or assigns city photographer as needed. Represents the city as a public speaker and/or spokesperson in public events and as a member of community or regional groups or committees as assigned.

Oversee the city's online presence including social media and the city website. Establishes and maintains social media policies and protocols for online engagement. Provides in-house consultation to and assists elected officials and city staff with public involvement and public information activities; leads or assists in the planning, design, and implementation of these activities; assists in seeking community participation in the city's decision-making processes by identifying group/organizations affected by city actions, notifying them of opportunities for public input and involvement on city task forces and committees.

Researches and recommends methods for improving the community's access to city government; designs or leads design of public surveys; and reviews news media, social media, and community conversations to monitor public sentiment about city programs and services and recommends and implements strategies to encourage public understanding and participation.

Performs record-keeping function by establishing and maintaining city's publications, photographic, and video archives.

Support positive relationships between the city and the constituent population through demonstrated courteous and cooperative behavior when interacting with residents, property owners, staff, and visitors. Promote the city's goals and priorities in compliance with all policies.

Demonstrate punctual, regular, and reliable attendance, which is essential for successful job performance.

The work performed requires a high degree of professional knowledge and expertise in communications and public relations. Responsible for the professional content of city publications, social media platforms, the city's internal and external websites, and cable access channel.

Other Job Requirements:

Present a positive, professional image; maintain cooperative and effective working relationships; assure excellent customer service with internal and external customers.

Execute assignments, projects, and job responsibilities efficiently and within defined time limits, work independently and effectively with little direction.

Demonstrate good judgment and employ critical thinking to execute duties, identify issues, seek solutions, and recommend improvements in support of departmental goals.

Work with subordinates and the city's leadership team to resolve operational or interpersonal concerns; participate in training, meetings, and on committees as assigned.

Respect the value of diversity in the workplace and the community.

Supervisory:

This position is responsible for supervising, training, and providing guidance; providing performance evaluations, corrective action; for the division's employees and volunteers.

Work Schedule:

This position works a 40-hour workweek schedule (Monday through Friday) but often may be considerably longer, on a weekend, or as may be necessitated by the duties of the position. Additional pay or compensatory time for work beyond 40 hours in a workweek is not provided.

Travel:

This position requires overnight travel on an occasional basis for training and other professional development.

Qualifications:

Position requires a bachelor's degree in journalism, public administration, public relations, or related field and five years practical experience in designing, planning, implementing, and evaluating public information programs. Two years in a lead or supervisory capacity; or any combination of relevant education and experience which would demonstrate the knowledge, skills and abilities required to perform the duties listed above. High school degree or equivalent is required. Successful applicants must also:

- Pass a background investigation.
- Maintain the level of physical and mental fitness necessary to perform the essential functions of the position.
- Must possess and maintain a valid Washington State driver's license. Must possess and maintain a driving record acceptable to the City and the City's insurance carrier OR must be able to provide own transportation to and from job, meetings, and related job sites.
- Be legally able to work in the United States.

Competencies:

Knowledge of:

- Principles and practices of communication plan development and public involvement strategies and techniques.
- Principles and practices of public relations, marketing, and media relations strategies and techniques.
- Principles and practices of municipal government organization and operations.
- Principles and practices of municipal budgeting.
- Principles and practices of effective management and supervision
- Knowledge of web editors, graphic authoring tools, and content management systems.
- Cable channel operations.
- Principles and practices for the position held.
- General office procedures.

Ability to:

- Effectively create a variety of communications materials for a variety of audiences using written, audio, and electronic formats
- Design, plan, prioritize, implement, and evaluate public information programs.
- Provide technical and policy expertise within program area to elected officials and City management.
- Prepare and deliver presentations to a variety of audiences, including community groups and citizen advisory committees.
- Plan, organize and supervise the work of subordinate employees, including training them, assigning, and evaluating their work, and providing job performance feedback.
- Effectively operate windows-based computer, including word processing, spreadsheet, database, web content management, graphic design, and other related software applications that support the information officer function.
- Operate equipment, such as photographic and video equipment, used to perform the essential duties.
- Provide excellent customer service, in sometimes stressful situations, to internal and external customers.
- Communicate effectively both orally and in writing, including the ability to listen effectively and to explain complex issues to internal and external customers.
- Apply professional knowledge and expertise, as well as established guidelines and alternatives to make judgements and recommendations regarding public information issues and activities.
- Maintain confidentiality of business records and other information.
- Prioritize work to meet deadlines.
- Ability to work independently from general instructions and broad work expectations. Establish and maintain effective working relationships with co-workers and the public.
- Remain current on practices and technological advances for the position held.

- Clearly and concisely communicate information to co-workers and the public.
- Remain calm and influence, persuade, reassure, and defuse interpersonal conflicts while resolving problems for co-workers and the public.

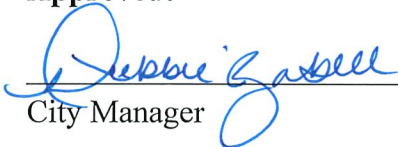
Personal Qualities:

- Greet the public and co-workers in a professional manner and clearly convey a sincere willingness to be of service and/or be open to resolving the situation at hand. Clearly explain self or answer, when necessary, take the time to confirm your answer is understood.
- Close all contacts courteously and appropriately.
- Look for opportunities to build trust; research more data if needed; willing to negotiate schedule to accommodate another's needs.
- Portray an image of knowledge, confidence, professionalism, fairness, and caring.
- Dress and grooming are appropriate to position. (See City Dress Code)

Working Conditions:

Work is performed in an office environment with periods of potentially stressful situations and/or frequent interruptions; performs extensive close work assignments and computer work; May require extensive standing; required to lift 50 pounds; requires the ability to multi-task. May be required to work with frustrated or angry or upset individuals unhappy with the implementation of City policies, decisions, and ordinances. Physical requirements include visual acuity, speech, and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard and basic office equipment. Working conditions are generally in an office environment but may require site visits to review projects, city operations, and regular local or in-state travel. Work will entail after-hours work, including evening meetings.

Approved:


City Manager


Date