

PUBLIC AFFAIRS AND COMMUNICATIONS MANAGER

DEFINITION

To plan, organize, direct and coordinate the City's public affairs and communications activities within the Public Affairs and Communications department; to coordinate public affairs and communications activities with other divisions and departments; and to provide highly complex staff assistance to the Deputy City Manager.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Deputy City Manager.

Exercises direction supervision over professional, technical and administrative support personnel.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

Develop and implement divisional goals, objectives, policies and procedures.

Plan, organize and direct citywide public affairs and communications activities including stakeholder relationship maintenance both internally and externally, public information, media relations, and community relations activities.

Direct, oversee and participate in the development of the Public Affairs and Communications work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures,

Prepare the Public Affairs and Communications budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer approved budget.

Recommend the appointment of personnel; provide or coordinate staff training; conduct performance evaluation; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operations of the Department.

Provide support and coordination on City and/or departmental initiatives involving communications and public outreach.

Act as the City's Public Information Officer; direct communication content in newsletters, press releases, city website, and electronic communications; prepare speeches, scripts, responses and related materials for public information purposes; strengthen and promote city identity.

Serve as public information chief in event of emergency in Roseville; participate in the City's Emergency Management Team; support Joint Information Center when requested by Placer County Office of Emergency Services.

Plan, organize, direct and supervise City government access television station and video productions.

Oversee Citywide brand management, digital and print, for online and marketing materials, set design and communications standards; conduct brand audits of work produced by City employees; provide branding guidelines and training.

Develop, recommend and implement strategies communications initiatives and related training that improve and enhance the City's internal and external communications effectiveness and outreach.

Serve as the City's liaison with the Roseville Coalition of Neighborhood Association and other community associations, committees and forums, as assigned.

Serve as media advisor to the City Council and city staff; provide communications training, editorial direction and marketing support.

Produce, direct and supervise video staff in live television broadcasts of City Council and board/commission meetings, events and emergency situations.

Produce, direct and supervise video staff in the creation of programming for public information and internal and external training purposes including developing the concept, writing, shooting and editing; update City information for broadcast on government access channel.

Oversee the operation of the City's access television channel.

Produce, direct and supervise video staff in the production and/or direction of special location field videos and perform related duties involving planning, script writing, directing and editing.

Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.

Represent the division and department to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

Answer questions and provide information to the public; investigate complaints and recommend corrective action as necessary to resolve complaints.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices, and emerging trends in mass and targeted media, community outreach, and image/issue management.

Principles and practices in marketing, public relations, and strategic planning.

Advanced analog and digital audio/video production techniques.

Cable television systems and operations.

Advanced analog and digital audio/visual equipment and operation.

Digital media creation and manipulation; digital video editing and compression

Advanced communication principles.

Principles and practices of multi-media development and presentation methods utilizing a variety of technology.

Principles of budget monitoring.

Principles and practices of safety management.

Pertinent local, State and Federal laws, ordinances and rules.

Ability to:

Organize, implement and direct City-wide public information and communications operations/activities.

Perform technical and professional duties in the operation and maintenance of City-wide multi-media systems and the development and production of communication materials.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Understand and interpret the key messages and missions of various departments through programs.

Understand advanced audio, visual and digital equipment operations and basic maintenance

Develop, write and produce effective communication materials using a variety of media.
Assist in the development and monitoring of an assigned program budget.

Establish and maintain effective working relationships with those contacted in the course of work.

Communicate clearly and concisely, both orally and in writing.

Experience and Training

Experience:

Five years of increasingly responsible experience in public relations, communications or broadcasting, preferably in a municipal environment; including two years of supervisory responsibility.

AND

Training:

Equivalent to a Bachelor's degree from an accredited college or university preferably with major course work in communications, journalism, public relations, media communications, broadcasting or a related field.

11-05-2022 Public Affairs and Communications Manager
10-19-2013 Public Information Officer