

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### Community Relations Director

**Department:** Administration

**Pay Grade:** 517

**FLSA Status:** Exempt

**Job Code:** A103

#### JOB SUMMARY

The purpose of this classification is to develop, implement, and manage internal and external communication strategies to promote/ensure a positive public image of the City of Roswell Government.

#### ESSENTIAL JOB FUNCTIONS

- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, mentoring, disciplining, and completing employee performance appraisals.
- Provides recommendations and approval in the area of hiring, transfers, promotions, disciplinary action, and salary administration.
- Coordinates daily work activities: organizes, prioritizes, and assigns work; monitors status of work in progress and inspects completed work; confers with assigned staff, assists with complex/problem situations, and provides technical expertise.
- Ensures compliance with all applicable codes, laws, rules, regulations, standards, policies and procedures: initiates any actions necessary to correct deviations or violations.
- Consults with City Administrator, Deputy City Administrator, City officials, other government officials, and other officials to review public relations or information issues, review/resolve problems, receive advice/direction, and provide recommendations: attends Mayor and City Council meetings and prepares meeting summaries.
- Develops and implements department programs and priorities that support the goals and mission of the City.
- Serves as primary contact person in providing information to the general public regarding City government: promotes City/departmental programs, projects and facilities; keeps the general public informed about City/departmental operations, programs, services, activities,

and issues; responds to inquiries or comments from the public, answers general questions, resolves problems/complaints, or refers questions to appropriate individual/department; provides/publishes agendas, notices, and other information in compliance with Open Records and Open Meetings requirements and legislation.

- Oversees and coordinates media relations activities for the City: manages press conferences; gives verbal statements to the media on behalf of the City, answers media inquiries, and provides information to the media; determines timeliness and appropriateness of information to be released; approves all press releases and media contacts from City departments; writes press releases for distribution to the media; maintains positive working relationships with members of the regional media force.
- Coordinates media relations in emergency response situations: recommends and implements appropriate public information strategy in response to a crisis; responds to media on all crises requiring a public information response; coordinates with other agencies regarding public information strategy when necessary.
- Develops, implements, and maintains long-range strategic plans for communications, public information, and public relations: analyzes and predicts trends, laws, and/or regulations pertaining to public information and customer service; develops and implements survey tools to measure effectiveness of public information or customer service; creates innovative customer service, public information, and public relations ideas/strategies for implementation; develops and recommends customer service strategies on a City-wide basis; coordinates and supervises implementation of adopted customer service strategies, including project management of implementations; modifies City systems to incorporate trend analysis.
- Develops, implements, and maintains long-range strategic plans for development of the City's web site, Intranet, and other Internet technology including e-commerce and e-government: supervises operation and maintenance of the City's web site and Internet technology; develops and manages information bulletin board via Internet and interactive voice response (IVR) technology.
- Develops, implements, and maintains long-range strategic plans for development of the City's video production and You Tube Channel.
- Oversees and coordinates development, research, writing, editing, design, production, and publication of various reports and communications materials: approves writing, editing, design, and production of all communication materials including television, web, and print for the Community Information office; recommends, reviews, and approves all produced external communications on a City-wide basis; researches, writes, and develops articles/copy for internal and City-wide publication.
- Monitors local, state, and national newspapers, television/radio broadcasts, and other sources for information pertinent to City government operations/activities: studies local news to gauge public interest/reaction to City-related concerns; identifies news/information with potential impact on the City; advises City management of news articles/issues of potential media interest.
- Coordinates community information activities and projects with other departments, outside agencies, or others as needed: advises and instructs department heads, department personnel, and elected officials regarding communication strategies; monitors and assists with development of interdepartmental communications.

- Plans, develops, implements, and manages major/special projects as assigned, which may involve technology development, customer service software, e-government/commerce applications, Council handbooks, graphics programs, or other issues.
- Develops, recommends, updates, and/or implements policies and procedures for internal/external City communications: coordinates development of appropriate accompanying policies and procedures for customer service strategies; develops and manages procedures to ensure public information compliance with Open Meetings and Open Records legislation.
- Manages and administrates City-wide use of customer communication tracking program: creates reports and analyzes utilization of customer communication tracking program; proposes customer service training as needed.
- Supervises coordination of filming projects conducted on City property: oversees negotiations of film permit and contract in accordance with City policies, and makes recommendations to City Administrator and City Council.
- Develops and implements annual budget for areas of assignment: monitors expenditures to ensure compliance with approved budget; coordinates purchase/acquisition of services, equipment, and supplies.
- Prepares or completes various forms, reports, correspondence, payroll documents, performance evaluations, requisitions, budget documents, annual reports, strategic plans, customer service tracking reports, permits/agreements, policies, presentations, or other documents.
- Receives various forms, reports, correspondence, time sheets, invoices, budget reports, print authorization forms, work requests, web site usage reports, survey data, statistical data, professional journals, publications, strategic plans, comprehensive plan, codes, ordinances, policies, procedures, manuals, reference materials, or other documentation; reviews, completes, processes, forwards or retains as appropriate.
- Operates a personal computer, general office equipment, audio/video equipment, camera, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, desktop publishing, presentation, photo management, graphics, television programming, bookkeeping, e mail, Internet, or other computer programs.
- Oversees maintenance of departmental file system of various files/records: supervises maintenance of files, records, and bulletin boards pertaining to Community Information archives; manages maintenance of historical records of print communication produced by/about the City.
- Communicates with City management, government officials, employees, other departments, the public, government agencies, public information professionals, vendors, the media, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give/receive advice/direction.
- Attends meetings, serves on boards/committees, and makes presentations as needed: attends various community activities, special events, and meetings on behalf of the City.
- Maintains a comprehensive, current knowledge of applicable laws/regulations: maintains an awareness of new technologies, trends, and advances in the profession; reads professional literature; maintains professional affiliations; attends workshops and training sessions as appropriate.

- Performs general/clerical tasks, which may include reviewing print specifications for City publications, distributing news releases, maintaining bulletin boards, taking photographs, proofreading documentation, or maintains files/records.
- Provides assistance to other employees or departments as needed.
- Performs other related duties as required.

### **MINIMUM QUALIFICATIONS**

#### **Education and Experience:**

Requires a Bachelor's degree in Communications, Journalism, Public Administration, or closely related field; supplemented by five (5) years previous experience that includes progressively responsible public information management, public relations, media relations, marketing, communications, Internet technology, television production, public speaking, management, employee supervision, and desktop publishing (preferably to include experience in a local government environment); or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

#### **Licenses or Certifications:**

- Possess and maintain a valid Georgia driver's license with a satisfactory motor vehicle record (MVR).

#### **Special Requirements:**

- None

#### **Knowledge, Skills and Abilities:**

- Knowledge of communications and journalism principles and practices.
- Knowledge of the philosophy, theory, and principles of public administration as it pertains to local government.
- Knowledge of management principles, supervisory practices, and municipal budgeting procedures; requires considerable knowledge of various media outlets and their effectiveness in communicating to the public.
- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, and the Internet.
- Ability to effectively lead, motivate, and evaluate assigned staff.
- Ability to write, develop, prepare, and edit effective communication and promotional materials and to develop and deliver effective public presentations.
- Ability to synthesize, hypothesize, and/or theorize concerning data involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions. Requires the ability to do so within the context of existing organizational theories and management principles.
- Ability to function in a managerial capacity for a division or organizational unit. Includes the ability to make decisions on procedural and technical levels.
- Ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize consulting and advisory data and information, as well as reference, descriptive and/or design data and information as applicable.

- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of logical or synthesis functions; to deal with several concrete and abstract variables; and to analyze major problems that require complex planning for interrelated activities that can span one or several work units.
- Ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

#### **PHYSICAL DEMANDS**

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate colors or shades of colors, sounds, odors, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

#### **WORK ENVIRONMENT**

Work is regularly performed without exposure to adverse environmental conditions.

**The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.**

*The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.*