

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.

Communications Manager

Department: Administration

Pay Grade: 513

FLSA Status: Exempt

Job Code: A105

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 Communications Specialists and other assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.
- 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 Community Relations Director, 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.
- Manages strategic planning, communications, and public information, outreach, and education for assigned City departments, as well as special projects as assigned by the Community Relations Director, the City Administrator, or the Deputy City Administrator.
- Provides information to the public regarding City government: promotes City/departmental programs, projects and facilities; keeps the 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; and provides/publishes agendas, notices, and other information in compliance with Open Records and Open Meetings requirements and legislation.

- Coordinates and participates in the development, research, writing, editing, design, production, and publication of various reports and communications materials, including articles, reports, brochures, newsletters, video scripts and other publications; posts to all City of Roswell social media accounts; conducts graphic design and production of various publications; coordinates printing projects to ensure compliance with established specifications, policies, and procedures; and designs, prepares, and delivers presentations; and reviews and approves internal and external communications produced by other departments.
- Supports the Community Relations Director in the development and implementation of policies and procedures pertaining to city communications and compliance with legislation governing public information, records, and meetings.
- Develops and maintains information for publication on the City's web sites, Intranet, social media sites, and other information channels, and other media.
- Serves as a contact person in providing information to the public regarding City government: promotes City/departmental programs, projects and facilities; keeps the 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.
- Supports the Community Relations Director in overseeing and coordinating media relations activities for the City: manages press conferences; gives verbal statements to the media on behalf of the City when Community Relations Director is not available, 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 as directed by Community Relations Director: recommends and implements appropriate public information strategy in response to a crisis; supports Community Relations Director in responding 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 in coordination with Community Relations Director: 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.
- 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 web, social media, and print for the Community Relations 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.

- Supports Community Relations Director in monitoring 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.
- Develops, recommends, updates, and/or implements policies and procedures for internal/external City communications in coordination with Community Relations Director: 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.
- 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, 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 Relations archives; manages maintenance of historical records of print communication produced by/about the City.
- Communicates with Community Relations Director, 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 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.
- 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; must be able to write, develop, prepare, and edit effective communication and promotional materials; and must be able 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; and 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, 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.