

PUBLIC INFORMATION & COMMUNICATIONS DIRECTOR

JOB DESCRIPTION

Classification Responsibilities: The Public Information & Communications Director manages and directs the overall planning, development, and implementation of the day-to-day operations of the City's public information and communications programs, including: the overall management of Mesa Channel 11 which involves developing an effective approach to the preparation of video programming for Citywide public information and communications purposes to employees and the general public, developing an effective approach to promote Mesa locally, regionally, and nationally; overseeing the marketing, design, and content of the City's internal and external Web sites; directing the media relations program; directing the content and graphics of all printed material produced in the City Manager's Office; directing the public information and communications program to Hispanic media and Hispanic citizens; and supervising the public information and communications staff. Responsibilities include: developing, directing, and implementing a variety of communications programs directed toward City employees, residents, and the general public; conducting regular meetings with the City's public information and communications professionals to achieve a professional and consistent standard throughout the organization; developing and implementing an improved communication program for all City employees; and guiding marketing efforts of community public relations professionals to develop a positive image of the City. Additionally, an employee of this class ensures consistent communication exists between the Public Information & Communications Office and the Mayor, City Council, and City Management. This class also has responsibility for overseeing and coordinating the Public Information & Communications program budget. An incumbent in this position is responsible for working a variety of hours and is expected to attend functions to promote a positive image of the City. This class is responsible for performing related duties as required.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position. Considerable knowledge of City departments and objectives, as well as the principles and techniques of public information and communications, is essential in identifying and responding to current public policy issues and management directives, as well as implementing various employee/public relations programs. The work is diverse and ranges from designing, writing, and producing collateral material (examples: brochures, flyers, newsletters, etc.) to managing specific communications programs and functions (examples: emergency management communication efforts, bilingual communications, content of the City's internal and external websites, etc.). In addition, an employee of this class implements public information and communications strategies to project a positive image of the City. An incumbent in this class is expected to build positive relationships with the media. General supervision is received from an Assistant City Manager who reviews work through periodic conferences, reports, and overall results achieved. This class is FLSA exempt-executive.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Graduation from an accredited college or university with a Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, or a closely related

field. A minimum of seven years of progressively responsible managerial, supervisory, and administrative experience.

Special Requirement. Must possess a valid Arizona Driver's License by hire or promotion date.

Substance Abuse Testing. None.

Preferred/Desirable Qualification. Desktop publishing.

ESSENTIAL FUNCTIONS

Communication: Provides information, resources, and direction to the media (print and broadcast) to ensure adequate and positive coverage of City policies, procedures, programs, activities, and issues. Responds to citizens seeking information about City services and programs. Prepares and delivers effective oral presentations. Designs, writes, and edits a variety of printed materials. Prepares and distributes communication materials. Writes and edits materials for the local government cable television access channel, and assists in the production of original programs. Produces employee communications publications to ensure that City employees are informed of City policies and programs, which includes: developing and researching content; interviewing employees; and coordinating, designing, and laying out the issues. Utilizes creative techniques in order to convey message.

Manual/Physical: Shoots photographs for department slide files, publications, and archives. Operates and uses desktop publishing to provide design services. Operates a motor vehicle requiring a standard Arizona Driver's License to attend meetings and/or functions to promote a positive image of the City.

Mental: Plans, organizes, and directs the activities of the City's Public Information & Communications program. Supervises and evaluates the work of personnel. Oversees and coordinates the Public Information & Communications program budget. Resolves procedural, operational, and other work-related problems related to areas of responsibilities. Coordinates work activities with other City departments. Identifies and responds to public and City Council issues and concerns. Creates, designs, and implements public awareness campaigns for assigned special assignments. Develops and produces publications for the general public. Develops audio-visual materials, including: slide shows, videotape programs, and photographic displays. Plans and executes press conferences, including: logistics, media notification, and speech preparation. Serves as Mayor/Council liaison for constituency programs. Prioritizes multiple projects, meets required deadlines, anticipates needs of media, and handles more than one project simultaneously.

Knowledge and Abilities:

Knowledge of:

general theories and principles of public relations, marketing, and organizational communications;
local and regional public affairs;
project management techniques;
supervisory techniques and practices;
cable television production processes;

printing techniques and style guidelines for writing press releases; and English language usage and terminology used by various news media.

Ability to:

write creatively to entice the audience and ensure continuous interest;
present information clearly and in an interesting manner to various audiences;
assist with the City's legislative and intergovernmental activities;
assist in coordination of public events;
handle multiple projects, often with quick deadlines;
anticipate the informational needs of Council, staff, citizens, and journalists; and
establish and maintain effective working relationships with City officials, mass media personnel, coworkers, and the general public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 4/19

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JOB FCTN-ADM

PAY PLAN E01-E18

PAY GRADE: E11

IND-9410

SWORN-No