

DEPUTY COMMUNICATIONS DIRECTOR

JOB DESCRIPTION

Classification Responsibilities: The Deputy Communications Director is responsible for assisting the Communications Director in managing and directing the activities of the City's public information programs. This role requires a strong understanding of communications' best practices; extensive practical experience distilling complex facts and effectively conveying information and ideas through different mediums; and intimate knowledge of local government functions, departments, and programs. Duties include overseeing the creation and implementation of comprehensive communications campaigns and activities; coordinating public relations, digital, graphic design, and broadcast efforts to ensure cohesive messaging and visuals; and ensuring all communications materials and assets meet high-quality standards. The Deputy Communications Director must possess strong writing skills as some of the responsibilities of this position include developing and editing content for the City Manager and Mayor's office such as press releases, articles, social media posts, scripts, speeches, statements, and talking points. The Deputy Communications Director may also facilitate interviews with media outlets, research information, and coordinate public records requests from media outlets. This position works extensively with City executive management, elected officials, and associated staff daily. An employee in this class serves as a liaison with the City Manager and City Council, providing consulting and support for media interactions and other public relations projects. An incumbent in this position is responsible for working various 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. The Deputy Communications Director works closely with and reports to the Communications Director, who evaluates performance through conferences, reports, and results achieved. This class is expected to exercise considerable judgment, initiative, and independence in identifying and responding to current public policy issues and management directives. The Deputy Communications Director may also serve as Acting Communications Director in the absence of the Communications Director. This class is FLSA exempt-executive.

QUALIFICATIONS

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, or a closely related field. Extensive (5+ years) experience involving public information, public relations, media relations, marketing, communications, or field related to the program area. Good (1 – 3 years) supervisory experience.

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

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Desktop publishing.

ESSENTIAL FUNCTIONS

Communication: Represents the City before the media, provides information, responds to requests, and coordinates media interviews (print, digital and broadcast) to ensure adequate and positive coverage of City policies, procedures, programs, activities, and issues. Develops strategies for internal or public dissemination of information regarding City policies, programs, and events. Assists in the development of public information strategic goals and objectives. Drafts and edits press releases, statements, and talking points. Responds to citizens seeking information about City services and programs. Prepares and delivers effective oral presentations. May assist in gathering and reviewing information to fulfill public records requests. Utilizes creative techniques to convey messages and drive the City's narrative.

Manual/Physical: Operates a variety of standard office equipment including: a personal computer (PC), calculator, copier, and voice mail. Operates various audio-visual (AV) equipment such as: digital audio recorders, video projectors, and screens for presentations. Enters data or information into a PC. Prepares and updates schedules, graphs, charts, or props for displays and presentations. Operates and uses desktop publishing to provide design services. Operates a motor vehicle requiring a standard Class D Arizona Driver's License to attend meetings and/or functions.

Mental: 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. Supervises and evaluates the work of personnel. Resolves procedural, operational, and other work-related problems related to areas of responsibilities. Coordinates work activities with other City departments. 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;
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.

New 1/25

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