



COMMUNICATIONS MANAGER

Department	Administration	FLSA Status	Exempt
Section	Service and Communication	Bargaining Unit	Non-Represented, At-Will/Confidential
Reports To	Director of Service and Communication	SRN	S23
Job #	30104	EEO Job Category	2 – Professionals
Supervises	Communication Specialist, Communication Assistant, Multimedia Specialist and other related positions as assigned.		

JOB SUMMARY:

Under policy direction, manages the functions and services of the following divisions: Communications and the Education Program; participates in representing the District on public and media relations matters; serves as chief spokesperson for the District on public affairs; and performs related duties, as assigned.

Communications Manager manages and directs subordinate staff; develop, coordinate and disseminate information to the media and the public; develop and implement communication plans, strategies and campaigns for client departments and specific projects and programs; write, edit, and prepare media advisories, releases and news stories for traditional and social media; pitch stories to the media; write and edit web, print and social media material; write internal communications for District employees; disseminate information to the General Manager, Board of Directors, Directors, management, community groups and business owners regarding any planned or emergency activities or projects; schedule, coordinate and participate in public outreach efforts such as community meetings and targeted educational outreach programs; act as a resource/liaison with the mass media and other departments and agencies; write speaking points and video scripts; research and respond to media inquiries; advise District staff on complex public information issues and assist in strategic planning efforts; facilitate public meetings; coordinate and manage the work of outside consultants or contractors; and perform other duties as assigned.

ESSENTIAL FUNCTIONS:

1. Act as the District's Public Information Officer; direct communication content in newsletters, press releases, District website, and electronic communications; prepare speeches, scripts, responses and related materials for public information purposes; strengthen and promote District identity.
2. Serve as public information Chief in event of emergency. Develops and maintains disaster preparedness plans for assigned areas of responsibility.



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3. Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.
4. Participate in Budget preparation and administration; prepare cost estimates for budget recommendations; submit justifications for staffing, equipment, materials and supplies; monitor and control expenditures.
5. Administer the procurement and contracting process for the Department.
6. Produce press releases, advisories and other materials in order to generate positive news coverage about the District and its programs and policies.
7. Represent the District at various events and present information to community groups about major initiatives and priorities.
8. Work with journalists from newspapers, magazines, television, radio, digital and other sources to coordinate media responses from District employees and take corrective actions when media information is inaccurate or adversely affects the reputation of the District and its leadership and personnel.
9. Provide leadership and work with staff to ensure a high-performance, customer service-oriented work environment that supports achieving the department's and the District's mission, strategic plan, objectives and values.
10. Develop and direct the implementation of goals, objectives, policies, and standards for assigned department; provides professional assistance to District management, District Board and committees and other departments on legislation, regulatory policy, public information, media relations, education, internal communication, customer satisfaction, and related matters.
11. Direct the development of internal and external communication pieces and materials; direct the District's education programs; direct the development of "trade show" materials and displays.
12. Ensure staff observe and comply with all District and mandated safety rules, regulations and protocols.
13. Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

Education:

A bachelor's degrees in communications, marketing, journalism, communications, business or public relations or related field from an accredited four-year college or university is required. A Master's degree is desirable and may substitute for a maximum of one year of the management or supervisory experience.

Experience:

A minimum of five years increasingly responsible corporate or public agency communications, media relations, public relations, community relations, marketing,



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journalism or related experience within the past ten years, including two years of management and supervision of professional and technical staff is desirable.

Knowledge of:

- Principles, practices, and techniques of public information, public relations programs, and constituency relations.
- Principles and practices of journalism and media relations.
- Interviewing techniques, communications, media services and resources.
- Local government process, management and governance.
- Principles and practices of employee supervision including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Methods and techniques for creating effective media and public relations materials, including news releases and clips, public service announcements, fact sheets, brochures and other materials.
- Industry trends and news agency practices as they apply to developing and carrying out public information/public relations programs.
- District functions and operations associated with governmental and management issues.
- Principles and practices of public administration including budgeting, purchasing, and maintenance of public records.
- Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
- District personnel policies and labor contract provisions, policies, and labor contract provisions.
- District and mandated safety rules, regulations and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors and District staff.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.



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Abilities:

- Provide professional leadership and direction in matters involving public relations.
- Analyze policies, issues and problems and determine the most effective ways to present the District and departmental positions and interests in applying public relations and communications principles.
- Establish proper messaging on policies and issues for different media and audiences.
- Write speeches and talking point for District officials.
- Make compelling presentations in matters involving potential controversy and public concern.
- Develop and maintain sound working relationships with General Manager, Board of Directors, Directors and Department Heads, staff, members of the media, business and community representatives and the general public.
- Collect, interpret and evaluate data. Methodically evaluate reasons to validate conclusions and define and select alternatives.
- Rationalize and project the consequences of decisions and/or recommendations.
- Formulate policies and plan, coordinate, and initiate actions necessary to implement decisions.
- Use word processing, spreadsheets, graphics, and other applications software.
- Exceptional copy/editing experience.
- Confidence and ability to successfully interact with members of the public, as well as with professional staff, elected public officials and media.
- Knowledge of Associated Press style.
- Marketing experience
- Social media management experience including experience using social media analytics to inform strategies.
- Experience leading and/or supervising professional staff.

CERTIFICATES, LICENSES, AND REGISTRATIONS REQUIREMENTS

Employees in this position may be required to obtain and maintain the following certifications, licensing and registrations:

- Licenses – Valid California Operators license issued by the State Department of Motor Vehicles. Department of Motor Vehicles driving record may influence employment or classification. Ability to maintain insurance under the District's Vehicle Insurance Policy.



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PHYSICAL REQUIREMENTS:

1. Light driving.
2. See Human Resources for Physical Assessment Form.

Read and Acknowledged: _____
Employee Signature

_____/_____/_____
Date

Employee Name (Printed)