



City of Irving Job Description

Communications Director

FLSA Status:	EXEMPT	Job Department:	Corporate Communications
Job Code:	06011	Reports To (Job Title):	City Manager

PURPOSE

To plan, direct, review and implement the activities and operations of the Corporate Communications Department, including programming produced by Irving Community Television Network, public information initiatives, publications, graphic design services, website and intranet content, and social media.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Direct the work programs of multi-functional Corporate Communications Department, including ICTN, public information, publications, social media, website and graphic design.
- Plan, develop and monitor department goals/objectives in collaboration with staff; Develop short- and long-range plans to meet the goals identified in the city's Strategic Plan.
- Develop, implement and monitor department budget and expenditures in conjunction with staff; Oversee financial procedures.
- Hire, train, supervise and evaluate assigned staff.
- Work with the City Manager, executive staff and City Council to develop, review and recommend city communications and media initiatives, including those of a sensitive and confidential nature.
- Advise departments regarding marketing of city services and programs, and develop marketing, communications and advertising plans.
- Serve as the PIO to direct all communications during a city emergency.
- Plan and implement ways to communicate with residents to educate them regarding city services and programs.
- Develop projects and activities to promote good public relations and improve the image of the city.
- Review printed materials and TV programming prior to distribution; serve as proofreader in regard to various projects.
- Oversee use of city logo to ensure consistency and brand messaging.
- Represent the city at local functions and events.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- Participate in a variety of boards, commissions, professional organizations and committees.
- Coordinate assigned activities with other city and outside agencies.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 24 positions employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops and oversees department budget - \$2.3 million.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing, public relations or a closely related field.

EXPERIENCE

- Minimum of ten (10) years of increasingly responsible related experience, including five (5) years of administrative and management experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid state-issued driver's license.

KNOWLEDGE OF

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Accounting: Principles and practices including general ledger, accounts payable, and accounts receivable.
- Budget Management: Developing plans and budgets; comparing them against actual activity.
- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral and visual media.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Customer Service Management: Principles and processes for providing customer and personal services including needs assessment techniques, quality service standards, alternative delivery systems, and customer satisfaction evaluation techniques.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the city.
- Marketing and Public Relations: Principles and methods involving promoting and selling services; journalism principles, practices and techniques for newspaper and broadcast reporting; and managing the flow of communications from an organization to its publics.

- Media Relations: Processes, techniques, and strategies for obtaining media coverage.
- Supervision: Personnel motivation, interviewing, hiring, oversight, evaluation and discipline.

SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words and ideas.
- Active Learning: Working with new material or information to grasp its implications.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work.
- Planning: Sensing the environment and setting goals and objectives.
- Information Organization: Finding ways to structure or classify multiple pieces of information so others will understand.
- Management of Personnel Resources: Motivating, developing, and directing people as they work, and identifying the best people for the job.
- Written Expression: Communicating information and ideas in writing so others will understand.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.
- Reading Comprehension: Reading and interpreting document.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing creative ways to solve a problem.

GUIDANCE RECEIVED

City Mission and Goals

Makes decisions with guidance provided by City mission, policies and goals. Sets related goals, service objectives and priorities for at least one Department and gains approval.

CONTACTS

Vendors, media, residents, businesses

EQUIPMENT AND PROPERTY

Personal computer/laptop, cell phone, camera equipment, overhead projector

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, see, and/or talk. Frequently, s/he is required to drive a vehicle, sit, stand, and/or walk. Occasionally, s/he is required to climb, grasp, handle, feel, lift up to 10 pounds, push, pull, reach, and/or stoop. Rarely, s/he is required to balance, carry, and/or kneel.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

Noise level is quiet, and there is a fast pace with a constant stream of deadlines.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.