



City of Irving Job Description

Communications Manager

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06091	Reports To (Job Title):	Director

PURPOSE

To Implement the day-to-day operations of the city's internal and external communication program. This position serves as a project manager for the department and executes various tasks related to marketing, communications, public relations and advertising. Its scope of duties includes branding, writing, editing, traditional media, social media, website and graphic design initiatives, and it plays a critical leadership role in the department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Hire, train, evaluate and supervise the duties of social media and website staff.
- Manage the production of various marketing materials distributed to the public, including concept, layout, writing, copy editing and printing/publishing.
- Develop and monitor budget and expenditures for work area and oversee vendor management.
- Develop letters, memos, presentations and talking points for Directors, City Manager and City Council.
- Lead short and long-term strategic planning initiatives for the Communications Department and track Return on Investment (ROI) for projects.
- Make recommendations to superiors about moderately complex issues and procedural changes.
- Manage special projects, internal staff committees and training efforts provided by the department.
- Oversee city's online strategy, which includes providing content for the city website and social media assets, ensuring style and message consistency, leading redesign/update efforts and staying abreast of trends.
- Manage media affairs; develop projects and activities to promote good public relations and improve the image of the city.
- Counsel departments regarding communications/publicity efforts for projects and programs.
- Recommend and place advertising for city departments.
- Develop marketing and communications plans for city programs and activities.
- Assist with the development of the city's key messages as they relate to the Strategic Plan.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- None reported.

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 3 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops and monitors budget and expenditures for work area.

QUALIFICATIONS:

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

EDUCATION

- Bachelor's degree from an accredited four-year college or university in a related field.

EXPERIENCE

- Minimum of five (5) years of increasingly responsible professional experience in marketing, communications and/or public relations, including supervisory responsibilities.

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.
- Communications and Media: Media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- 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.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Fine Arts: Theory and techniques required to produce, compose, and perform works of music, dance, visual arts, drama, and sculpture.
- Budget Management: Developing plans and budgets; comparing them against actual activity.

- Computer Usage: Computer hardware and software applications including video production equipment and non-linear digital production software and hardware.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.

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.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work.
- Functional Supervision: Motivating, developing, and directing people as they work.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Management of Personnel Resources: Motivating, developing, and directing people as they work, and identifying the best people for the job.
- Teaching: Conveying new concepts and confirming comprehension by listener.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Oral/Reading Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences; reading and interpreting documents.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing creative ways to solve a problem.

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

This position has frequent contact with the public, media or other organizations; interactions may require obtaining cooperation of people; courtesy and tact are required when dealing with moderately difficult or sensitive issues. Constant contact with all management levels across multiple departments, as well as elected officials.

EQUIPMENT AND PROPERTY

This position requires knowledge of various forms of technology, including personal computer, smart phone, camera equipment and lighting kits

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, sit, and/or talk. Frequently, s/he is required to stand and/or walk. Occasionally, s/he is required to carry, climb, drive a vehicle, grasp, handle, feel, kneel, and/or lift up to 50 pounds. S/he rarely is required to pull, push, reach, balance, and/or run.

WORK ENVIRONMENT

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

The noise level in the work environment is usually quiet.

* 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.