

Communications Manager

DEPT:	Office of the City Administrator	FLSA:	Exempt
DIV:	Public Relations	EEOC:	Professional
DATE:	July 2022		



POSITION SUMMARY

Direct, supervise, plan, coordinate and perform highly responsible administrative work relating to public relations, marketing, social media, and media relations for the Lehi City. Coordinate and perform various projects relating to communications, marketing, branding, web development, and public relations. Assist elected officials and City Staff in promoting the City, the City brand, and City operations and services to the general public.

SUPERVISION RECEIVED

Works under the general guidance and direction of the Assistant City Administrator.

SUPERVISION EXERCISED

Provides close supervision to Special Events Coordinator and assigned Management Analysts and staff on a project-by-project basis.

ESSENTIAL FUNCTIONS

Proactively communicate the goals, priorities, and responsibilities of municipal government in Lehi City to the news media, the public, and other municipalities to develop positive exposure. Coordinate internal communication activities to highlight customer service successes and opportunities, and department accomplishments and responsibilities.

Serve as the City's primary Public Information Officer, in cooperation with assigned department communication specialists. Serve as a Public Information Officer during emergencies in which the ICS process is implemented.

Provide strategic communication which is aligned with City Administration and City Council's communication goals. Train, mentor, supervise, and assist the communications staff in performing their job duties.

Oversee the maintenance of the City website, including content development and management, layout, editing, and publication.

Position the City with a significant social media presence, use of social media as a preferred method of interaction with the City, and increasing the ability of residents to obtain information, request services, and make payments on-line; Measure City's social media and marketing impact on a regular basis and provide reports to supervisor. Implement strategies for continuous review and improvement.

Coordinate the use of all marketing and communication mediums available to the City, including but not limited to social media platforms, utility billing inserts, mailers, billboard space, marquee usage, advertising buys, banners, and other signage throughout the City to promote the City and City events.

Monitor the communications/media budget including revenues, expenditures and budgeted expenditure projections.

Prepare strategic reports or presentations designed to educate and inform stakeholders. Design and conduct surveys and public opinion research.

Proactively market the city so residents are better informed on City services.

Work with City departments to coordinate City public relations efforts, including the proper type of communication medium to present information to the public and the media. Train staff on effective public relations and media strategies. Advises staff on how to effectively build rapport with communities and the media

Manage retention of media documentation required by GRAMA.

Represent the City at public meetings and events as assigned.

Meet performance standards established with the employee's manager.

Job attendance is required, except for authorized leave.

MINIMUM QUALIFICATIONS

1. Education and Experience:
 - A. Bachelor's degree in communications, public relations, marketing, business, public administration, or related field
 - AND
 - B. Four (4) years of related experience in a position of progressively more responsible experience, including project management, news media, public affairs, marketing, and/or intergovernmental relations.
 - OR
 - C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

Knowledge of principles and processes for providing customer services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Knowledge of public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing and web development.

Ability to communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgment to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact with elected officials, leaders of other organizations, the public, the media and others.

Analytical ability: able to prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations. Organize, establish and delegate meaningful goals; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal conflict.

Skill in talking to others to convey information effectively, adjusting actions in relation to others' actions, critical thinking, persuasion, and skill in judgment and decision making.

Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

Ability to operate a personal computer, Adobe Creative Suite and Microsoft products.

3. Special Qualifications:

Valid Utah Class D Driver License
Accreditation in Public Relations (APR) Preferred
Supervisory Experience Preferred

4. Work Environment:

Typical office setting with typical climate controls. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, and not generally involving muscular strain. Job functions normally require

talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____
(Employee)