



CLASSIFICATION TITLE: Communications and Marketing Manager	JOB NUMBER: 7117	AFFILIATION: Unaffiliated (Non-Union)
REPORTS TO: Assistant City Manager	PAY GRADE: 24	FLSA STATUS: Exempt "At Will"

GENERAL SUMMARY

Performs difficult administrative work directing operations of the Communications and Marketing Office, and related work as apparent or assigned. Work is performed under the general direction of the Assistant City Manager (supervisor). Divisional supervision is exercised over assigned personnel.

CORE VALUES

All employees are expected to model and foster the City of Richland's core values in the performance of their duties and their interactions while representing the City. The values of *Teamwork*, *Integrity*, and *Excellence* promote and maintain a high level of morale and productivity, and are the tie that binds all City employees together, across all functions.

ESSENTIAL JOB FUNCTIONS

To be successful in this position, an individual must be able to perform each essential function satisfactorily. Additional duties of a similar nature and level may also be assigned. The City may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.

- Serves as chief consultant to all departments on the planning, development, implementation and execution of communications, marketing, and public relations policies, branding and strategies; develops the City's Communications Plan and related policies; serves as an official spokesperson for the City.
- Designs, develops, organizes and collaboratively executes the communication, marketing and branding of the City's Strategic Leadership Plan, vision, values and central themes and messages to internal and external audiences.
- Oversees the City website and develops and maintains common areas of the site; manages the City's electronic and social media.
- Acts as a professional resource in the area of special events to City departments such as dedications, groundbreakings, ribbon cuttings and receptions and prepares elected officials and/or key management or employees for such events; writes speeches, news releases, articles, and copy for brochures, newsletters,

and other publications, to include interviewing, research, writing, editing and layout.

- Plans, designs, and coordinates production and distribution of publications; plans, coordinates and implements informational campaigns for municipal ballot measures, as well as activities for students, special groups and the community at-large.
- Supervises assigned staff; evaluates and reviews work performance; works with employees to correct deficiencies; plans, coordinates and arranges for appropriate training of subordinates; documents corrective action and applies City policy, as needed; participates in the interview and selection process of new employees; recommends merit increases, reassignment and promotions according to established guidelines.
- Works in collaboration with first responder departments to handle the dissemination of prompt and accurate public information during emergency and disaster situations; serves as a member of the City's emergency response information team and provides advice and service as needed.
- Manages the City's cable franchise agreement; oversees the internal and external use of the City's logo; develops and administers the City's community surveys and assist with departmental surveys.
- Assists in the preparation of the division budget; controls and monitors expenses within budget; ensures fiscal responsibility and cost consciousness.

KNOWLEDGE, SKILLS AND ABILITIES

The requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform the essential functions of the position.

Knowledge of:

- Administrative principles and practices, including program development, implementation, and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of budget development and administration.
- Applicable Federal, State, and local laws, rules, codes and regulations related to assigned activities.
- Municipal organization, operations, practice and objectives.
- Policies and objectives of assigned programs and activities.
- Modern office practices, methods, procedures and equipment.
- Record-keeping principles, procedures, and techniques.
- Public speaking techniques.
- Principles and techniques of preparing and disseminating public information.
- News media, including newspaper, radio, television, and other forms of communication sources such, but not limited to, social media including websites, Facebook, Twitter and others.

- Theory, terminology, and procedures of photography, printing, computer capabilities and the Internet.
- Basic research methods.

Skills and Abilities to:

- Train, supervise and evaluate assigned staff.
- Coordinate effective internal and external communications programs.
- Manage results-oriented outreach programs.
- Effectively manage multiple program budgets.
- Accurately determine the news value of municipal activities.
- Gather and analyze information or situations accurately and adopt an effective course of action.
- Exercise discretion and maintain confidentiality.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise and understandable manner to intended audiences.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or direction, set priorities and meet deadlines.
- Operate a variety of modern office equipment and personal using standard or customized software application programs appropriate to assigned activities.
- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines.
- Establish, maintain and foster positive and effective working relationships with those contacted in the course of work.
- Provide continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality customer service.

SPECIAL REQUIREMENTS

- Valid driver's license.

EDUCATION AND EXPERIENCE

Bachelor's degree with coursework in journalism, public relations, or related field and five (5) years of experience in public relations, publications production, including two (2) years in a supervisory role, or equivalent combination of education and experience.

COMPETENCIES

Managerial

- Develop Effective Intra- and Inter-Departmental Relationships: Works collaboratively with partners within the City and outside of the City to accomplish the best possible outcomes for all parties.
- Manage Resources Effectively: Effectively applies the organization's assets. Makes efficient use of time, money, people, and other resources to accomplish the organization's goals. Provides direction, guidance, and expectations for resource allocation to ensure service is balanced with fiscal responsibility.
- Think and Plan Strategically: Champions new ideas and initiatives and creates an environment that supports continuous improvement. Considers the City's strategic plan when establishing work unit goals and priorities.

Supervisory

- Foster Teamwork: Builds effective teams committed to organizational goals. Fosters collaboration among team members and among teams. Uses teams to address relevant issues.
- Prioritize Work and Commitments: Develops short- and long-range plans that are appropriately comprehensive, realistic, and effective in meeting goals. Focuses on the most important tasks first and directs others to focus on those tasks. Integrates planning efforts across work units to ensure the most critical work gets done first.
- Drive for Team Results: Demonstrates and fosters a sense of urgency and strong commitment to achieving goals. Encourages others drive for strategic goals. Persists despite obstacles and opposition. Pursues aggressive goals and works hard to achieve them. Owns the outcomes produced by the team.
- Manage Employee Performance: Guides employees to achieve the highest levels of performance. Sets clear and compelling expectations for performance. Provides frequent and specific feedback to help employees meet or exceed expectations. Maintains effective records related to employee performance. Delivers specific, timely, and meaningful performance reviews.

Foundational

- Use Technical/Functional Expertise: Displays an appropriate depth of knowledge and skills as required for the position and commensurate with the time in class. Uses technology as appropriate for the position. Seeks additional knowledge and information to continually enhance knowledge in areas of specialty.
- Be Accountable for Performance: Actively shows responsibility, reliability, and trustworthiness. Ensures work and information are complete and accurate. Admits mistakes and looks for ways to improve. Models self as dependable and reliable. Follows up with others to ensure agreements and commitments have been fulfilled. Values the importance of team and organizational success. Independently takes action to influence events, to improve own or organizational performance and to promote the goals of the organization.

- Provide Excellent Customer Service: Anticipates, assesses, and responds effectively to the needs of diverse customers, both internal and external, providing consistently excellent service that is timely, accurate, courteous, and respectful.
- Communicate Effectively: Uses verbal and written skills effectively to ensure that information is successfully shared throughout the organization. Relates well to a range of people. Shows sensitivity to the needs of others. Demonstrates ability to build rapport and facilitates mutual understanding.
- Work Safely: Knowledge and application of relevant safety requirements that apply to the specific work being done. Recognizes and mitigates safety hazards on the job. Observes rules and regulations to comply with personal and workplace safety standards. Works to create a hazard-free, accident-free environment.

PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT




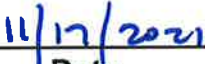

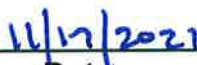
The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This work requires regular and punctual attendance at the office or other assigned locations; occasional exertion of up to 25 pounds of force; work regularly requires sitting, speaking or hearing and using hands to finger, handle or feel; occasionally requires standing, walking, reaching with hands and arms; pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work is generally in a quiet location (e.g. library, private offices).

Authorization (for Archive)

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job classification does not constitute an employment agreement between the City of Richland and any employee and is subject to change by the City as the needs of the City and requirements of the job change.

	
Human Resources Manager	Date
	
Department Head	Date
	
City Manager or Authorized Designee	Date