

PUBLIC AFFAIRS & COMMUNICATIONS ADMINISTRATOR

DEFINITION

To plan, organize, direct, and supervise citywide public affairs and communications activities including stakeholder relationship maintenance both internally and externally, public information, media relations, and community relations activities, as assigned within the City Manager's Department; to provide expertise in internal and external communications for the organization; to support government relations activities and to perform a variety of professional and technical tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Affairs & Communications Director.

Exercises direct supervision over assigned technical and administrative support personnel.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Using the Public Affairs and Communications strategic plan, recommend and assist in the implementation of goals and objectives; establish schedules and methods for public affairs and communications activities; implement policies and procedures.

Provide support and coordination on city or departmental initiatives involving communications, public outreach and/or government relations functions.

Assess and understand departmental goals and needs; mutually develop recommended actions; coordinate service delivery and support city departments as needed to further departmental and city goals and objectives.

Develop, recommend and implement strategic communications initiatives and related training that improve and enhance the city's internal and external communications effectiveness and outreach, through process improvements and protocols, enhanced coordination and implementation of technological solutions.

Develop and maintain positive and effective relationships with city departments through regular communication and coordination focused on enhancing and improving service delivery to support department and city objectives.

Maintain and develop positive community stakeholder relationships.

Serve as the City's liaison representative for the Roseville Coalition of Neighborhood Association and other community associations, committees and forums as assigned.

Participate in and provide additional support to the Emergency Operation Center's Public Information section or other areas as assigned during emergency activation.

Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.

Participate in budget preparation and administration; prepare cost estimates for budget recommendations; submit justifications for equipment, supplies, and services; monitor and control expenditures.

Research, compile and prepare reports and documentation on program activities; analyze program and develop corrective action, maintain records of findings and corrective actions; prepare periodic status reports.

Oversee city-wide brand management, digital and print, for online and marketing materials; set design and communication standards; conduct brand audits of work produced by city employees; provide branding guidance and training.

Apply communications and advocacy principles in support of legislative and regulatory goals.

Plan, prioritize, assign, supervise and review the work of assigned technical and administrative support personnel related to program activities.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices in marketing, public relations, and strategic planning.

Advocacy principles to support legislative and/or regulatory goals

Principles and practices of research techniques, search engine optimization, online traffic analysis, naming conventions and information architecture.

Emerging technology affecting communication and collaboration tools.

Advanced communication principles.

Principles and practices of multi-media development and presentation methods utilizing a variety of technology.

Brand management, marketing, advertising and design principles and practices.

AP style writing and editing for mass communication and online audiences.

Principles and practices of supervision.

Principles of budget monitoring.

Pertinent local, State and Federal laws, ordinances and rules.

Ability to:

Organize, implement and direct City-wide communication efforts and brand management.

On a continuous basis, know and understand all aspects of the job. Intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Interpret and explain pertinent online communication policies and procedures and related City policies and procedures.

Assist in the development and monitoring of an assigned program budget.

Develop and recommend policies and procedures related to assigned operations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

Experience:

Five years of increasingly responsible experience in organizational and community communication and brand management. Public agency experience is desirable.

AND

Training:

A Bachelor's degree from an accredited college or university with major course work in business, public administration, communications, journalism, public relations, media communications, broadcasting or a related field.

License or Certificate

Possession of a California driver's license upon date of appointment.

10-31-2015