

CITY OF ROSEVILLE

PUBLIC AFFAIRS AND COMMUNICATIONS DIRECTOR

DEFINITION

To plan, organize, direct and coordinate the activities and operations of the Public Affairs & Communications Department including civic engagement, government relations; media communications, issues management, crisis communication and e-government, special events and neighborhood services; to coordinate communications and advocacy activities with other departments and outside agencies to engage stakeholders; and to provide highly responsible and complex administrative support to the City Manager.

SUPERVISION EXERCISED AND RECEIVED

Receives administrative direction from the City Manager.

Exercises direct supervision over assigned professional, technical and administrative support personnel.

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

Develop, plan and implement department goals and objectives; recommend and administer policies and procedures.

Coordinate department activities with those of other departments and outside agencies and organizations; provide staff assistance to the City Manager and the City Council; prepare and present staff reports and other necessary correspondence.

Direct, oversee and participate in the development of the department's work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Supervise and participate in the development and administration of the Public Affairs & Communications Department budget; direct the forecast of additional funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments.

Select, train, motivate and evaluate personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures; maintain discipline and high standards necessary for the efficient and professional operation of the department.

Plan, organize and direct the City's civic engagement, media relations, internet/intranet, government relations and advocacy, neighborhood services, special events, film permitting, and public information activities including developing and implementing internal and external communications and government relations strategic plans.

Develop e-government strategy and oversee e-government initiatives, which use technology to create accessible, transparent, inexpensive and effective interaction between government and stakeholders.

Act as the City's Public Information Officer; direct communication content in newsletters, news releases, City website, and electronic communications; prepare speeches, scripts, responses and related materials for public information purposes to strengthen and promote the City's identity.

Serve as City public information main contact in event of an emergency; provide support to regional emergency services office as requested.

Serve as media advisor to the City Council and City staff; provide communications training, editorial direction and marketing support.

Represent the department to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

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 of communications methods and marketing techniques.

Principles and practices of public relations and community outreach.

Effective public presentation methods to attract and inform a variety of audiences.

Principles and practices of leadership, motivation, team building and conflict resolution.

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

Organizational and management practices as applied to the analysis and evaluation of programs.

Principles and practices of organization, administration and personnel management.

Social media, web design, and graphic/visual presentation methods.

Principles and practices of budget preparation and administration.

Ability to:

Plan, direct and control the administration and operations of the Communications Department.

On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.

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

Prepare and administer department budget.

Make effective public presentations in routine and emergency situations.

Develop and implement department policies and procedures.

Supervise, train and evaluate assigned personnel.

Gain cooperation through discussion and persuasion.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Interpret and apply City and department policies, procedures, rules and regulations.

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

A typical way to obtain the required knowledge and abilities would be:

Experience:

Seven years of increasingly responsible experience in communications or public relations, including three years of administrative and management responsibility.

AND

Training:

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

License or Certificate

Possession of, or ability to obtain, a valid California driver's license.

Possession of an Accredited Public Relations (APR) certificate issued by the Public Relations Society of America is desirable.

08-25-12

11-20-10      Public Affairs and Communication Director