

**MAJOR FUNCTION**

This is highly responsible professional, managerial and creative public contact work performing and directing the activities of the Department of Communications. Duties involve all aspects of public information activities, advising City management in the development and maintenance of effective current and long-range policies, plans and practices which affect its relations with the public. This employee serves as the central source of information about the City and as an official channel of communication between the City and the public. Through the appropriate communication forums, transmits significant facts, opinions, and interpretations which serve to keep the public informed of City policies and actions. Coordinates various City activities which affect its relations with our customers or with special public groups; collecting and analyzing information on the observations and opinions of key public groups towards the City while maintaining effective relationships. Directs media relations, public information programs, digital communications including the city's website and social media and marketing programs, emergency response and community preparation communications efforts, and promotion of City initiatives and services. Work is performed under the administrative direction of the City Manager, and considerable independent judgment, discretion, and initiative are exercised in carrying out the daily operations of the department with efficiency and effectiveness. Advises appointed and elected officials, senior management and staff on matters pertaining to both internal and external strategic communications.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties:**

Directs the overall operations of the City's Department of Communications. Participates in the strategic planning process to establish future direction for the City in conjunction with members of the Executive Team, and advises the City Manager on issues of organizational and community-wide impact. Represents the City in meetings with and presentations to governmental, business, and civic leaders, and promotes the City's interests on key issues as needed. Establishes and maintains effective working relationships with government officials and media representatives. Directs all facets of the City's comprehensive communications program including media relations; content, design and architecture of the City's web site as a way to effectively reach customers and provide both information and a mechanism for doing business with City Hall; all City-operated social media platforms, and digital marketing of City services. Coordinates City events and activities that affect relations with citizens and/or special interest groups and the media. Serves as in-house communications and public relations counsel to all City departments. Develops, oversees and implements comprehensive communications strategies, covering both internal and external communications needs, defining objectives and measurable results. Develops and implements long-term and short-term media and public relations strategies focusing on "issue management" and proactive release of information critical to an understanding of the goals and directions of the City. Serves as primary point of contact for media and serves as a chief spokesperson for City government. Advises staff and City Commission on news media, communications, public information and public relations strategies. Supervises the preparation of news releases and targeted/direct outreach to customers about City government. Receives input from, and responds to, the public and the news media on behalf of the City. Plays a leading role in the handling of critical issues which may impact public perception of City operations in consultation with the Executive Team. Advises management on organizational communications and in formulating policies which will strengthen communications. Directs the preparation of the budget of the department and makes procedural and operational recommendations to the City Manager. Reviews outreach from all City departments, to ensure consistency of City messages. Attends and participates in conferences and meetings of the City Commission, the Executive Team, Leadership Team, and others. Maintains and promulgates necessary departmental rules and regulations in accordance with personnel rules and regulations and City policy. Interviews, hires, trains, promotes, resolves grievances, discharges or disciplines employees. Conducts performance evaluations and approves or disapproves merit increases. Performs related work as required.

Other Important Duties

Ensures department compliance with the equal employment opportunity requirements, and related federal and state laws. Performs related work as required.

**DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills

Thorough knowledge of modern techniques, methods, procedures, principles, and practices of all phases of communications services. Thorough knowledge of the operations, technology, and reporting techniques of the media, as well as use of television and the internet to provide services and communicate with customers. Thorough knowledge of the principles of supervision, training and performance evaluation. Thorough knowledge of research methods and techniques, and methods of presentation and marketing methods. Ability to creatively and effectively draft a variety of documents such as marketing and communication plans, reports, news releases, brochures and speeches. Ability to formulate creative strategy for handling a wide range of communications/public relations/marketing issues. Understanding of how to use technology to enhance communication services and outreach utilizing television, digital media and the Internet. Ability to plan, direct, supervise, coordinate, organize, and inspect communications services programs, and activities. Ability to deal tactfully and effectively with the general public, media, department directors, and other employees. Ability to assign and review the work of subordinates and provide proper instruction in a manner conducive to improve performance. Skill in public speaking, public relations, and strong interpersonal communications. Possesses management style and values which are consistent with the City of Tallahassee's organizational values. Possesses excellent group process and facilitation skills.

Minimum Training and Experience

Possession of a bachelor's degree in journalism, communications, public relations, English, business or public administration, or a related field, and five years professional experience in public relations, communications, journalism, information technology or marketing, three years of which must have been in a supervisory capacity; or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of appointment.

An incumbent of this job classification may be required to file a financial disclosure statement with the Supervisor of Elections in their county of residence, in compliance with Florida Statutes, Chapter 112, Part III. Such filing is required within 30 days of placement in a covered position, annually thereafter by no later than July 1 of each year in which they serve in the covered position, and within 60 days of leaving the covered position.

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