

City of Clarkston

POSITION DESCRIPTION

POSITION TITLE:	Communications Manager	EXEMPTION STATUS:	Exempt
JOB FAMILY:	Administration	JOB LEVEL:	
GENERAL POSITION SUMMARY:	The purpose of this classification is to coordinate implementation of information, communications, and publicity programs for the City or for any other assigned department.	SUPERVISES:	N/A
COST CENTER #:	General Administration	SUPERVISED BY:	City Manager

JOB SUMMARY

The purpose of this classification is to coordinate implementation of information, communications, and publicity programs for the City or for any assigned department.

ESSENTIAL JOB FUNCTIONS

- Provides information to the public regarding City government: promotes City/departmental programs, projects, and facilities; keeps the public informed about City/departmental operations, programs, services, activities, and issues; responds to inquiries or comments from the public, answers general questions, resolves problems/complaints, or refers questions to appropriate individual/department.
- Coordinates media relations activities for the City; assists with press conferences, answers media inquiries and provides information to members of the media; determines timeliness and appropriateness of information to be released; writes press releases, compiles press packets, and distributes information to the media; reviews and approves press releases and all communications written by city departments; and maintains positive working relationships with members of the regional media force.
- Coordinates and participates in the development, research, writing, editing, design, production, and publication of various reports and communications materials, including articles, reports, brochures, newsletters, video scripts and other publications; conducts graphic design and production of various publications; coordinates printing projects to ensure compliance with established specifications, policies, and procedures; designs, prepares, and delivers presentations; reviews and approves internal and external communications produced by other departments.
- Assists with development and maintenance of information for publication on the City’s web site and other social media platforms.
- Assists in the coordination of social media management and online communications.
- Assists in internal communications, public outreach, and special event planning.
- Assists in the coordination of media relations in emergency response situations assists in responding to media on all crises requiring a public information response.
- Monitors local, state, and national newspapers, television/radio broadcasts, and other sources for information pertinent to City government operations/activities identifies news/information with potential impact on the City or the assigned department; advises City management of news articles/issues of potential media interest; and studies local news to gauge public interests and reactions to city related concerns.

This document is provided by the City of Clarkston for the benefit of its employees. It is not a contract and does not create a contract of any kind. The City of Clarkston, at its sole discretion, may modify, suspend or terminate the document at any time, with or without notice. Final interpretation of the document and its provisions is the responsibility of the City Manager, or his designee.

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- Coordinates projects and activities with other departments, outside agencies, or others as needed: encourages contribution of information and participation from other departments; monitors and assists with development of interdepartmental communications.
- Assists with development, implementation, and maintenance of strategic plans for public information, communications, and public relations develops and implements survey tools to measure effectiveness of public information and customer service; and research, drafts, and recommends policies as appropriate to community information functions.
- Researches and compiles various statistical or administrative data: research and compiles information for production of publications; analyzes data and identifies trends; summarizes data and prepares reports and presentations; conducts research of Internet sites, electronic data sources, hardcopy materials, or other sources as needed.
- Performs various administrative, clerical, and support tasks related to departmental functions, including taking photographs, reviewing print specifications for publications, and distributing news releases.
- Provides assistance to other departments as needed.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

- This is a partial listing of necessary knowledge, skills, and abilities required to perform the job successfully.
- The ideal candidate will collaboratively work with City directors.
- Minimum of five years of experience in appropriate area of specialization or Baccalaureate Degree in Communications, or Marketing, or a related field from a duly accredited institution required.
- Experience in local government a plus.
- Monitors local, state, and national newspapers, television/radio broadcasts, and other sources for information pertinent to City government operations/activities identifies news/information with potential impact on the City or the assigned department; advises City management of news articles/issues of potential media interest; and studies local news to gauge public interests and reactions to city related concerns.
- Coordinates projects and activities with other departments, outside agencies, or others as needed: encourages contribution of information and participation from other departments; monitors and assists with development of interdepartmental communications.
- Assists with development, implementation, and maintenance of strategic plans for public information, communications, and public relations develops and implements survey tools to measure effectiveness of public information and customer service; and research, drafts, and recommends policies as appropriate to community information functions.
- Researches and compiles various statistical or administrative data: research and compiles information for production of publications; analyzes data and identifies trends; summarizes data and prepares reports and presentations; conducts research of Internet sites, electronic data sources, hardcopy materials, or other sources as needed.
- Performs various administrative, clerical, and support tasks related to departmental functions, including taking photographs, reviewing print specifications for publications, and distributing news releases.
- Provide assistance and network with other City departments as needed.
- Performs other related duties as required.

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EQUAL OPPORTUNITY EMPLOYER:

The City of Clarkston is an Equal Opportunity Employer. We do not discriminate on the basis of age, gender, race, color, national origin, religion, disability, or any other class or status protected by law.

IMPORTANT: By submitting your resume online, you hereby authorize the City of Clarkston to contact, obtain, and verify the accuracy of the information contained in this application from all previous employers, references, and educational institutions. You also hereby release from liability the City of Clarkston and its representatives for seeking, gathering, and using such information to make employment decisions and all other persons or organizations for providing such information.

You understand that any misrepresentation or material omission made by you on this application will be sufficient cause for cancellation of this application or immediate termination of employment if you are employed, whenever it may be discovered.

The Communications Manager starting pay will be commensurate with the chosen candidate's qualifications and experience. The City of Clarkston also offers an attractive benefits package, including health benefits, retirement plans, and paid leave. Interested candidates should submit a resume, cover letter, and professional references, via this online portal: <https://www.cognitofrms.com/CityOfClarkstonGA/EmploymentApplication>

This position is open until filled.

No unsolicited letters, emails, telephone calls, or in-person submission will be considered in fairness to other potential candidates for this position.

The City of Clarkston is an Equal Opportunity Employer and a Drug Free Workplace.