

CITY OF OLYMPIA	DATE PREPARED	1/85
CLASS SPECIFICATION COMMUNICATIONS MANAGER	JOB CODE	18
	SALARY RANGE	220
	FLSA STATUS	COVERED
	REVISED	5/2003

POSITION DESCRIPTION

Function: Under the general direction of the City Manager develops and implements various programs relating to public communication and Community Relations Programs.

Essential Function: The information contained in this classification specification is a representative sample of essential and other functions performed in this classification. Specific essential functions are identified for position recruitment or other administrative procedures.

Examples of Duties: Directs the City's communication strategy development and implementation. This includes public information and education, media relations, public involvement, marketing, and emergency communications. In the City's decentralized communication model, this position serves as an internal consultant, advising the City Council, City Manager and departments on their communication strategies and implementation methods. This position also develops strategies and tools for communication with our citizens (e.g. City News, Home Page, Legislative Guide). This position personally handles or advises on high profile media issues and plays a strategic communications and public involvement role on emerging public policy issues. Develops and facilitates strategic approaches to emerging issues. This work is done at the direction of the City Manager or at the invitation of a department and includes identifying appropriate stakeholders, facilitating discussion, building consensus, developing and implementing a process, and making recommendations. Negotiates and administers the City's cable television contracts. This includes negotiating cable franchise agreements with TCI, negotiating public access and programming agreements with TCTV, providing oversight of the rate setting process, and keeping the Council informed of changing circumstances and regulations.

Serves as community relations liaison. This position is a contact point for citizens and community groups wanting access to city government. It includes administration of the Neighborhood Recognition Ordinance, coordination with community event groups (e.g. Lakefair, Harbor Days, Sister Cities), and support of tourism activities.

Provides communications support and guidance to the City Council. This includes enhancing the effectiveness of Boards and Commissions that advise the Council, developing communication and public involvement strategies around issues of particular concern to the Council, helping the Council communicate more effectively, and following-up on Council directives. It also includes advising staff liaisons and committee/board chairs on membership and communication issues.

Examples of Duties Continued: Prepare correspondence, special on-going implementation of the Employee of Recognition Program. Develop assigned program budgets. May represent the City Council and City Manager at community meeting's and various employee staff functions. Serve as a member of the City's Senior Management Team.

Contacts: The Communications Manager has contact with citizens, staff of all departments, the business community, neighborhood organizations and City Council Members. A great diversity of contacts can be anticipated, varying with the information to be disseminated, and the target audience. Ability to communicate information in a clear, concise manner and in accordance with the listeners frame of reference is required for program success.

COMMUNICATIONS MANAGER

Page 2

Supervision: None. May provide direction to staff during project completion.

Accountability: The Communications Manager is accountable for enhancing the City's public image through effective public information and media relations programs. This requires the accurate assessment of the intent of the City Council, City Manager and various City departments and translating that intent into an effective presentation, brochure,

information campaign, etc. The Communications Manager is accountable for the accuracy and impact of information released.

Working Conditions: Mobility sufficient to establish and continue contacts with all community members is required. Duties are frequently performed under the stress of information deadlines, pressure from the public, and/or the press for information on sensitive issues. The conditions encountered will vary depending on the sensitivity and complexity of the information to be disseminated, the format used for dissemination, and the target audience.

QUALIFICATIONS GUIDELINES

Knowledge/Skills/Abilities

- Knowledge of government systems, processes, procedures.
- Knowledge of public opinion research techniques and various methods of application in governmental issues.
- Knowledge of public communication plan development, and the production of support materials.
- Understands full range of communication and public involvement strategies and how to strategically apply them.
- Ability to think in an atmosphere of ambiguity or rapidly changing environment.
- Able to clearly present information sometimes under pressure in large and small groups.
- Able to serve as a consultant and trainer to staff, boards, neighborhood associations, community groups.
- Able to gain and maintain confidences of Council and others involved in policy and public processes.
- Able to effectively work in a team environment; contributes openly, disagrees with respect, understands the ideas of others, listens well, works for consensus, is cognizant of the sense of self worth of others.
- Able to diplomatically and skillfully intervene in department projects, programs when necessary to provide guidance and training.
- Respects and understands the role of appointed and elected officials.
- Good sense of humor
- Critical Strategic thinker
- Self starter - initiator
- Willing to take on tough issues; cool under fire.
- Politically sensitive, but not politically active.
- Analytical
- Works effectively without formal organizational authority.

Experience/Education: Three years municipal government experience as part of Chief Executive Officer's team and as strategic advisor to policy-makers, staff, advisory boards and committees, and neighborhoods is required. Demonstrated experience in working with both print and broadcast media and developing outreach tools is required. Superior communication skills (verbal, written, public) and a collaborative and inclusive professional style are required.

PERFORMANCE EXPECTATIONS

1. Negotiate a thorough franchise agreement with TCI that compensates the City for use of its right-of-way and limits TCI's use to minimize disruption of the public or the infrastructure.
2. Initiate new ideas for city-wide communication with public.
3. Quickly identify potential communication landmines/issues and work with key players to develop strategy.
4. Anticipate hot issues; troubleshoot and facilitate the resolution of these issues.
5. Ensure that department communication efforts clearly identify the problem, establish key messages and put in place a strategy to communicate the city's key messages.
6. Ensure communication with and involvement of neighborhood representatives in city processes and programs.
7. Facilitate City service support for community events within available resources.
8. Focus tourism efforts on Olympia, but link to the region.
9. Help the public feel they can talk to City Hall and get a response.
10. Recruit a diverse pool of citizens for advisory committees.
11. Recognize and thank citizens for their volunteer involvement.

EXPECTED RESULTS

1. The City will be well positioned to deal with new cable regulations.
2. Responsiveness to the public, rather than TCTV and industry directives, will be the priority in providing public access and programming to the community.
3. Cable company rates and services will be responsive and within regulation requirements.
4. The City will use a variety of mediums to communicate City programs, services, policies, and priorities.
5. Departments will see this position as a resource and will involve the Communications Manager early in major projects.
6. Departments will have increased ability to identify need for communication strategy and will understand how to develop such a strategy.
7. Projects and programs will have a communication component which departments develop collaboratively with the Communications manager. This component will include both communication and involvement strategy.

8. There will be general citizen awareness of City programs, policies, services and issues.
9. There will be targeted communication efforts focused on defined audiences.
10. The City will have the ability to sustain communication efforts within available resources.
11. There will be an open relationship with media which results in balanced coverage.
12. There will be a prioritization of major communication activities throughout the organization to prevent competing communication efforts.
13. There will be a sharing of communication resources throughout the organization.
14. Neighborhood Associations will feel well supported by city government and feel knowledgeable about city services, programs and processes.
15. Role and expectations of City and special event organizers will be well defined and represent a partnership.
16. Advisory Boards will understand their roles, function well as a group, and be composed of dedicated diverse representatives of the community.
17. Council will get positive feedback from those involved and affected by the City's public involvement processes.
18. Citizens will be actively engaged in public process.
19. There will be Council/citizen interaction.
20. The Council will acknowledge good staff support to turn policy directives into meaningful strategies.
21. There will be a problem-oriented approach to issues which crosses departmental lines.