



# Strategic Communications Director

Class Code:  
19

Bargaining Unit: Independent

CITY OF OLYMPIA  
Established Date: Jan 1, 1985  
Revision Date: Jun 10, 2015

## SALARY RANGE

\$65.19 Hourly  
\$11,300.19 Monthly  
\$135,602.27 Annually

## DESCRIPTION:

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

## ESSENTIAL FUNCTIONS:

The essential functions of this position include but are not limited to:

1. Directs the City's communication strategy development and implementation; this includes public information and education, media relations, public involvement, marketing, and emergency communications.
2. Develops strategies and tools for communication with our citizens (e.g. City News, Home Page, and Legislative Guide).
3. Advises on high profile media issues and plays a strategic communications and public involvement role on emerging public policy issues.
4. Develops and facilitates strategic approaches to emerging issues.
5. Negotiates and administers the City's cable television contracts.
6. Serves as community relations liaison.
7. Provides communications support and guidance to the City Council.
8. Represents the City Council and City Manager at community meeting's and various employee staff functions.
9. Punctual, regular and reliable attendance is essential for successful job performance.

# TYPICAL QUALIFICATIONS:

## Knowledge/Skills/Abilities:

1. Knowledge of government systems, processes, procedures.
2. Knowledge of public opinion research techniques and various methods of application in governmental issues.
3. Knowledge of public communication plan development, and the production of support materials.
4. Understands full range of communication and public involvement strategies and how to strategically apply them.
5. Ability to think in an atmosphere of ambiguity or rapidly changing environment.
6. Able to clearly present information sometimes under pressure in large and small groups.
7. Able to serve as a consultant and trainer to staff, boards, neighborhood associations, community groups.
8. Able to gain and maintain confidences of Council and others involved in policy and public processes.
9. 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.
10. Able to diplomatically and skillfully intervene in department projects, programs when necessary to provide guidance and training.
11. Respects and understands the role of appointed and elected officials.
12. Good sense of humor.
13. Critical Strategic thinker.
14. Self starter - initiator.
15. Willing to take on tough issues; cool under fire.
16. Politically sensitive, but not politically active.
17. Analytical
18. Works effectively without formal organizational authority.

## Experience/Education:

1. 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.
2. Demonstrated experience in working with both print and broadcast media and developing outreach tools is required.
3. Superior communication skills (verbal, written, public) and a collaborative and inclusive professional style are required.

## **SUPPLEMENTAL INFORMATION:**

### Contacts:

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

### Supervision:

1. None (May provide direction to staff during project completion).

### Accountability:

1. The Communications Manager is accountable for enhancing the City's public image through effective public information and media relations programs.
2. 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.
3. The Communications Manager is accountable for the accuracy and impact of information released.

### Working Conditions:

1. Mobility sufficient to establish and continue contacts with all community members is required.
2. Duties are frequently performed under the stress of information deadlines, pressure from the public, and/or the press for information on sensitive issues.
3. 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.

The City of Olympia is an Equal Opportunity Employer, committed to a diverse workforce. Women, people of color, and people with disabilities are encouraged to apply.

## **CLASS SPEC DATA:**

FLSA Status - Exempt

Pay Grade - 220

Represented - No