



Strategic Communications Manager/Deputy PIO

Class Code:
240

Bargaining Unit: Independent

CITY OF OLYMPIA
Established Date: Jul 27, 2021
Revision Date: Jul 27, 2021

SALARY RANGE

\$33.59 - \$40.83 Hourly
\$5,822.49 - \$7,077.46 Monthly
\$69,869.90 - \$84,929.52 Annually

DESCRIPTION:

The Strategic Communications Manager/Deputy PIO tracks and manages all City external communications and maintains regular communication with departments to identify external communication needs and ensure that they are met.

The Strategic Communications Manager/Deputy PIO provides backup support for the Director of Strategic Communications/PIO in media relations, crisis communications, and strategic consulting/advisory support to senior City leadership and City Council.

ESSENTIAL FUNCTIONS:

Essential functions include but are not limited to:

External Relations and Brand Positioning

- Monitor and analyze media metrics to gauge effectiveness of external communications strategies.
- Maintain City's online newsroom.
- Coordinate and implement proactive external communications strategies and press releases that create and support a positive image of the City in all communication contexts and across multiple

Media platforms and audiences.

- Manage and support creation of content and graphics for stories that shape the City's identity and provide opportunities for the community, general public, the media, City employees, and public officials to learn about the City's projects, programs, services, and operations, including progress in key initiatives.
- Manage community event permitting.
- Manage City's Communication Policies.
- Ensure equity in external communication such that all audiences have access to accurate and complete information regardless of demographic. Help break down barriers between residents and the City through more effective and consistent communication.
- Ensure alignment of external and internal communications and support the growth an internal communication program.

Media Relations and Emergency Communications

- Serve as the backup primary contact for media inquiries about City activities and respond to media inquiries on a 24/7 on-call basis; occasionally work late hours and weekends.
- Conduct on- camera media interviews.
- Provide backup support in advising the City Manager, City Council, and other department leadership and employees on matters related to effective communication, marketing, and use of social media.
- Maintain composure and work effectively in a high-pressure environment with changing priorities.
- Respond to emergency situations, managing communication needs.

TYPICAL QUALIFICATIONS:

Knowledge/Skills/Abilities

- Knowledge of Communication Services, public relations and public involvement techniques and strategies, media relations strategies, application of print, web, and social media techniques and strategies.
- Judgment and experience to work effectively with members of the media and with online news outlets, civic and elected officials, managers and directors, and the public.
- Ability to write for and effectively communicate with diverse audiences.
- Strong public speaking techniques and skills.
- Ability to organize and manage many different projects and initiatives at once.
- Attention to detail and strong organizational skills.
- Strong computer skills using Microsoft Office and Adobe Suites.

Experience/Education

- Bachelor's Degree in Public Administration, Public Relations, Communications, Journalism, Digital Communications or related field.
- At least five years of progressively responsible media relations, strategic communications, and/or public information experience, including working knowledge of print and online media.

SUPPLEMENTAL INFORMATION:

Contacts

- The Strategic Communications Manager/Deputy PIO 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.

Supervision

- The Strategic Communications Manager/Deputy PIO may supervise professional staff.

Accountability

- The Strategic Communications Manager/Deputy PIO 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 Strategic Communications Manager/Deputy PIO 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.

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 -080

Represented - No