

EXHIBIT A



Classification Specification

CLASS TITLE: Community Relations and Media Manager

DESCRIPTION:

Under general direction, the Community Relations and Media Manager develops, implements, and manages Citywide communication plans and media strategies. This role performs highly complex professional, technical, and analytical work involved in public outreach and internal communications. The Community Relations and Media Manager delivers high quality, customer focused public information services; ensures the execution of the City's vision of open government communications; manages messaging and highly sensitive communications in carrying out programmatic functions and maintains compliance with applicable state and federal laws and regulations. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise and they are expected to be fully aware of the operating procedures and policies within the work unit; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED:

General direction is provided by the City Manager. May provide direct and indirect supervision to professional, technical and clerical staff, as well as contractors.

ESSENTIAL DUTIES, KNOWLEDGE AND ABILITIES:

Duties may include, but are not limited to, the following:

- Develops and executes strategic communication plans in consultation with City management and City Council to promote the initiatives and priorities of the City to reflect a culture of transparency and foster community engagement.
- Provides advice and support to City staff and elected/appointed officials regarding public and media relations; assists City management on developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Prepares talking points, key messages, media alerts, public announcements, and other informational materials related to public information.
- Gathers information on City activities and projects for communication; prepares written articles, news releases, web pages, and various other material for internal and external audiences including employees, community groups, and the general public; selects, edits and coordinates material for publications; coordinates communication efforts; designs or recommends designs for brochures and other material, including developing specifications, photographs, layouts, placement, and coordination of printing and/or distribution.

- Manages the City's website, home page, internet and intranet content; oversees the creation and maintenance of a useful, information-rich website, and ensures that pages clearly and accurately describe City activities and issues; established best practices and guidelines for maintaining the website interdepartmentally; manages electronic communications such as social media.
- Responds to requests for information and coordinates its dissemination to the media, community groups, and the general public; facilitates the accurate coverage of issues by the media developing public relations and information delivery strategies; acts as the Public Information Officer.
- Responds to media inquiries and emergency situations as the City's communication coordinator, coordinating with the City Manager's Office, the City's Emergency Operations, and other City staff and departments.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays exhibits which foster understanding and good will; prepares and edits press releases, correspondence, reports, speeches, multi-media and presentations for City management, staff and City Council members.
- Assists in the development of the City's brand and style guide and implement updates as needed; enforce and adhere to the City's brand and style guide.
- Plans and conducts public opinion research and surveys to determine interest and communicates results to management or staff; identifies trends and monitors public information legislation, advises on trends and makes recommendations; provides guidance, training, and technical support regarding public relations, public affairs, and media relations to the City Manager, City Council, other staff and/or policy making groups as appropriate.
- Establishes and maintains positive working relationships with co-workers, other City employees, community groups and representatives, and the public by using principles of good public relations and customer services; acts as a liaison with the community and represents the City at meetings.

Knowledge of:

- Principles, techniques and objectives of public information and communication as applied to City government.
- Techniques and methods used in evaluating the effectiveness of a public information program.
- Techniques and strategies for preparing, producing and disseminating information to a variety of audiences and through various communication methods including social media and online communication outlets such as Facebook, Instagram, and YouTube.
- Current social media and online communication applications and the technical capabilities of each application to disseminate information.
- Principles and practices of contract administration and evaluation.
- Web production and management.
- Emergency and crisis management techniques and practices.

- General operations, legislation and legal issues involved in cable television, video production and programming.
- Accepted principals, techniques and practices of local government administration including organization, planning, work measurement, budget development and monitoring, personnel, evaluation and supervision to staff.
- General City functions, issues, and operations.

Ability to:

- Plan, organize, and coordinate a comprehensive City-wide public information program.
- Direct effective public information and communications program and strategies.
- Respond to citizen and media requests in a courteous, timely, and effective manner.
- Make effective public presentations.
- Advise City officials of techniques and strategies to make effective public presentations.
- Compose social media posts, news articles, speeches, radio and TV scripts, newsletters, reports and letters.
- Conceptualize, develop, and implement major public information marketing programs through media and social media campaigns.
- Communicate effectively orally and in writing as appropriate for the needs of the audience.
- Prepare comprehensive reports and proposals.
- Establish and maintain effective work relationships with a variety of people contacted in the course of work.
- Negotiate, monitor, and enforce short and long-term contracts.
- Evaluate programs in terms of cost effectiveness and utility to City government.
- Anticipate and respond to public information/awareness needs.

QUALIFICATIONS:

Any combination of education and experience that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four (4) years of broad and increasingly responsible experience in journalism, public information, public relations, or related work including two (2) years of administrative or management responsibilities.

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, marketing, communications, public relations or a related field.

Special Requirements: Possession of a valid California Class C Driver's License with a satisfactory driving record is required. Individuals who do not meet this requirement due to a physical disability will be reviewed on a case-by-case basis. Willingness to travel to various locations within and outside the City limits; and to work flexible hours in order to provide training or investigation as needed.

Classified
AMP Unit
FLSA: Exempt
Adopted: DATE