



City of Irving Job Description

Communications Manager

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06091	Reports To (Job Title):	Director

PURPOSE

Implements the day-to-day operations of the city's internal and external communication program. Includes writing, editing and producing newsletters and other printed materials, social media, website and graphic design initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Hire, train, evaluate and supervise staff.
- Manage the production of publicity materials distributed to the public; includes concept, layout, writing, copy editing, proofreading and printing.
- Develop and monitor budget and expenditures for work area; gather information from vendors.
- Create letters, memos and talking points for City Manager and City Council.
- Manage production of resident and employee newsletters and other special publications, which includes story development, layout, editing and proofreading; oversee printing with outside printers and print shop.
- Manage the city's style guidelines used in all printed materials, including proper use of city logo.
- Oversee and provide content placed on the city's website, ensures style and message consistency.
- Develop projects and activities to promote good public relations and improve the image of the city.
- Counsel departments regarding communications/publicity efforts for projects and programs.
- Recommend and place advertising for city departments.
- Develop marketing and communications plans for city programs and activities.
- Assist with the development of the city's key messages as they related to the Strategic Plan.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- None reported.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 3 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develop and monitor division budget.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree from an accredited four-year college or university in a related field.

EXPERIENCE

- Minimum of five (5) years of increasingly responsible professional experience in journalism, public relations or marketing, including supervisory responsibilities.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid Texas driver's license, or the ability to obtain upon hire, may be required.

KNOWLEDGE OF

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Supervision: Personnel motivation, interviewing, hiring, oversight, evaluation, and discipline.
- Marketing and public relations principles.
- Journalism principles, practices and techniques for newspaper and broadcast reporting.
- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media.
- Computer Usage: Computer hardware and software applications.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the city.
- Record Keeping: Principles and practices for collection and recording of information for use in report presentations.
- Confidentiality: Methods and techniques of the proper handling and precautions for classified, confidential, and sensitive information.

SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas.
- Active Learning: Working with new material or information to grasp its implications
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work.
- Information Organization: Finding ways to structure or simplify multiple pieces of information.
- Service Orientation: Actively looking for ways to help people.
- Written Expression: Communicating information and ideas in writing so others will understand.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.
- Judgment & Decision-Making: Weighing the relative costs / benefits of a potential action.
- Effectiveness under Pressure: Interacting with many people and multiple interruptions while staying on task.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing creative ways to solve a problem.
- Self-Management: Working independently and without supervision.

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

This position interacts with vendors, media, residents, and businesses.

EQUIPMENT AND PROPERTY

Personal computer/laptop, Blackberry, camera equipment

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, see, and/or talk. Frequently, s/he is required to drive a vehicle, sit, stand, and/or walk. S/he occasionally is required to climb, grasp, handle, feel, lift up to 10 pounds, push, pull, reach, and/or stoop. Rarely, s/he is required to balance, carry, and/or kneel.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The noise level in the work environment is usually quiet.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.