

## COMMUNICATIONS DIRECTOR

**Department:** Office of the Mayor

**Division:** N/A

**Appointing Authority:** Mayor

**Grade:** 3

**Revision Date:** 6/2020

**Bargaining Unit:** NR

---

### Definition

Performs highly skilled, responsible, confidential, and routine or complex administrative work to provide communications and internal and external marketing or project direction and support for the efficient operation of city administration, functions and programs; all other related work that is logical to the position as required. Communications Director serves as one of the City's official spokespersons and media representatives. Additionally, the Communications Director provides support in responding to constituent correspondence, planning and managing special events and personal communications, including talking points, policy research and issue analysis, and leads social media. Employee is required to perform all similar or related duties.

### Supervision

Requires high degree of individual judgment and initiative with supervision and general direction from the Mayor or designee following City rules, regulations and policies; Under this general direction, the employee plans and prioritizes the majority of work independently, in accordance with standard practices and previous training. Employee is expected to solve most problems of detail or unusual situations by adapting methods or interpreting instructions accordingly. Instructions for new assignments or special projects usually consist of statements of desired objectives, deadlines and priorities. Technical and policy problems or changes in procedures are discussed with supervisor. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy or other requirements; the methods used in arriving at the end result are not usually reviewed in detail.

May supervise, direct work and/or provide basic training of volunteers, Interns and/or clerical staff.

### Environment

Minimal physical effort required in performing duties under typical busy office conditions. Operates standard office equipment. Noise levels are usually quiet to moderate.

Performs varied and highly responsible duties and functions requiring independent initiative and judgment to ensure compliance with applicable laws, rules, regulations, and City policies, procedures and methods.

May have access to and control of highly confidential City-wide records subject to non-disclosure or limited disclosure pursuant to statutory or departmental prescript.

---

---

Makes constant contacts with the general public; other City departments, officials, boards and committees; employees; state and federal officials or agencies, outside organizations, vendors, contractors; and other business, legal and civic leaders.

Errors in judgment, duties or performance may cause an adverse impact on employee morale or public opinion; confusion and delay, legal or financial repercussions, waste of public funds, and lower standards of service for the town.

**Essential Functions** *(The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed and are representative of those that must be met by an employee to successfully perform the essential functions of the job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)*

### **Outreach and Communications**

Manages and coordinates proactive media and community relations, through the writing, reviewing and editing of news releases, newsletters, emails, articles, postings, publications, and scripts.

Facilitates news conferences and prepare all necessary materials as needed.

Develops, implements, and maintains an effective public information program and coordinate public relations activities for City departments.

Proactively promotes City accomplishments and activities.

Be available in non-traditional work hours for presence at various special events and meetings.

Develops and executes communication plans for various City initiatives, both internally and externally.

In conjunction with the Department of Information Technology, manages City use of third-party communication websites and social media sites.

Builds and fosters long-term working relationships with various entities of importance including media, citizens, community organizations, other municipal, regional, state, and federal officials, and other associations the City deems important to the success of its mission.

Development and maintenance of a strategic communications plan to support the City's mission and goals.

As assigned, may manage and disseminate inbound communications also intended for Mayor, including but not limited to e-mail, telephone, and social media.

Creation of communication strategies for various initiatives that the City participates in or sponsors.

### **Research, Analysis, & Reporting**

Researches attitudes, opinions, and perceptions of selected internal and external groups and reports findings to elected officials and department heads by collecting and managing constituent concerns via surveys, web applications and focus groups.

Working with other departments in the City is able to identify, locate and extract the data necessary to perform different types of analysis as required.

Analyzes data for trends as well as provides an interpretation of the data.

Formats, distills and synthesizes data for presentation to Mayor and City officials.

Creates/writes custom reports in order to perform analysis desired by Mayor.

### **Projects**

Manages and coordinates efforts relative to the completion of major and minor projects as directed. Reviews procedures and plans for projects as directed; provides comprehensive time tables for completion of projects.

Reviews procedures and permit processes for projects. Resolves problems which arise during, before and after project completion.

Acts as liaison to City, state and federal departments along with private entities relative to special projects.

Plans and coordinates special projects as directed by the Mayor. Assists City departments and external groups on matters affecting special projects.

Meet with members of department staffs and external staff members to coordinate activities relative to special projects.

### **City Standards**

Assist Mayor and Chief of Staff in formulation of municipal policies regarding communications and other topics.

Gathers, cleans, and analyzes relevant data to monitor performance and develop recommendations on communications.

Other duties may be required, assigned, and expected commensurate with the needs of the Mayor and the City.

## **Recommended Minimum Qualifications**

### **Education and Experience**

Bachelor's degree in administration, management, public relations, journalism, mass communications or related field preferred; or any equivalent combination of education and experience which demonstrates possession of required knowledge, skills, and abilities. Computer experience including general office software applications, spreadsheets and database management. Three years office experience and preferably in a municipal or governmental setting and in dealing with the public strongly preferred.

### **Knowledge, Ability and Skill**

Must possess a high level of interpersonal skills to handle sensitive and confidential situations or information with considerable knowledge of the rules, regulations and procedures. Thorough working knowledge of departmental functions and operations; of standard office practices and procedures; of use and operation of standard office equipment; ability to operate a personal computer in a windows environment with proficiency in MS Office and G-Suite required; familiarity with database programs and computer hardware and software systems.

Knowledge of the Greenfield community preferred. The position requires the use of considerable independent thinking, analysis, facilitation, judgment, as well as the ability to collaborate and influence others. Strong administrative, organizational, communication skills in a multi-task environment; Ability to plan, delegate, and work independently with ability to engage in strategic thinking, resource management, managing change. Must perform all aspects of job responsibilities with honesty and integrity.

Ability to meet and deal with the public effectively and appropriately; ability to handle problems and emergencies effectively; ability to communicate clearly, both orally and in writing; ability to operate a computer; ability to maintain confidential information; ability to maintain, manage, and organize records; ability to deal appropriately with City employees, City officials and members of the general public, state and federal leaders or personnel; vendors and individuals at all levels of authority; ability to juggle multiple assignments and to meet deadlines

Ability to perform projects and assignments on the basis of general outlines or directions without specific instructions as to details, and to perform continuing assignments independently. Ability to prepare routine correspondence, reports and analyses and to communicate effectively orally and in writing; ability to keep accurate and detailed records; apply organizational skills efficiently with attention to detail; ability to meet deadlines and work effectively in pressure situations in a multi-task environment.

Comprehensive knowledge of principals and techniques for public outreach programs, Council-Mayor form of government and the role of communication in support of shared priorities. Knowledge of legal and procedural operations in a municipal executive office or familiarity with office work in a strict legal and procedural environment. Ability to understand and perform mathematical calculations efficiently and accurately; comprehend and make inferences from written material; learn job-related material primarily through oral instruction and observation.

Performs varied and responsible duties requiring a thorough knowledge of City operations and the exercise of judgment and initiative in responding to inquiries, particularly in situations not clearly defined by precedent or established procedures.

**Physical Requirements**

Frequent sitting, talking, hearing and mental concentration for prolonged periods required; frequent use of hands and fingers to handle, feel or operate objects, tools, or controls and reach with hands and arms in operating/using various office equipment; occasionally required to lift or move records or objects of up to 15 pounds; specific vision requirements include close vision for

Extended periods of time at computer monitor, and ability to adjust focus, color vision and depth perception. Must be able to communicate verbally and in writing and be understood clearly; ability to operate a personal computer or other keyboard device utilizing a windows environment and to operate a keyboard and standard office equipment at efficient speed.

**Special Requirements:** Must successfully pass CORI/ SORI checks.

*(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)*

---

**Approved:**

EXECUTED 6/13/2020 AND ON FILE IN THE HR DEPARTMENT

  *S/Approved*\_\_\_\_\_  
Human Resources Director

6/13/2020

Date  
Revision History: initial 5/16,  
11/19, 5/20

  *S/Approved*  
Mayor