

# **CITY OF REDWOOD CITY COMMUNICATIONS MANAGER**

## **DEFINITION**

Reporting directly to the City Manager, the Communications Manager is an integral member of the senior management team and is responsible for the development and execution of Redwood City's communication strategy.

The Communications Manager will lead and develop strategic communications activities that will positively brand the City and engage the community in key City initiatives. The Communications Manager will provide timely, transparent and proactive information to the public; enhance the visibility of the City Council's strategic initiatives, key messages, and programs; establish and promote the City of Redwood City's brand; and enable meaningful community engagement in the public process.

The Communications Director will be responsible for the City's varied and integrated communications products and services including annual reports, newsletters and other print publications, web, e-news and other online communications, social media, traditional media and public relations, as well as marketing. The position also coordinates related projects involving complex community and cross-departmental issues as assigned, and leads the City's efforts to strengthen and expand its online and social media presence.

## **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the City Manager or his/her designee. Responsibilities may include supervision over clerical, technical and/or professional staff.

## **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

1. Lead the City's social media efforts and cross departmental social media team. Develop and coordinate implementation of the City's social media strategy, policies and presence and monitor the City's online reputation
2. Develop and implement an integrated strategic communication plan to advance the City's brand identity and broaden awareness of its programs, priorities and accomplishments; Ensure communication strategies are consistent with the City's strategic plan and vision.
3. Create and manage a decentralized communications team to support the departments' communications needs and the development and execution of the communications strategy.
4. Anticipate and identify challenges and emerging issues faced by the organization; Work with the senior management team and staff to recognize communications opportunities and design and execute appropriate strategies to address them.
5. Develop and oversee mechanisms to measure the success and continuously improve the quality of the City's communications.

6. Oversee development and dissemination of print communications (including the annual report, marketing collateral materials) and electronic communications (including the City's website, social media and new media) and manage relationships with associated vendors.
7. Serve as a spokesperson and lead contact on media interactions; build and manage press relationships to achieve accurate coverage of City events, public announcements, projects and programs.
8. Prepare talking points, presentations, speeches and other supporting material as needed.
9. Manage the City's website, including content strategy, integrated messaging, creative direction and analytics.
10. Collaborate with departments to plan and coordinate public meetings, surveys and other outreach efforts to better understand community views regarding potential City decisions, satisfaction with City services and preferences for engaging with the City.
11. Develop specific outreach strategies to reach population groups that may need assistance in connecting with City services and programs.
12. Coordinate internal communication efforts to ensure consistent framing of messages.
13. Coordinate related projects involving complex community and cross-departmental issues as assigned.
14. Perform related duties as assigned.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

1. Advanced principles, techniques and practices of public information, media, marketing and public relations
2. Advanced principles and techniques of professional writing, English grammar, spelling, and punctuation
3. Cutting edge principles of interactive outreach strategies and technologies, including use of social media, Web 2.0, and other web-based communication tools and technologies
4. Principles, practices and concepts of open government and citizen participation and operational characteristics, services and activities of municipal government
5. Effective outreach strategies and techniques for engaging community and neighborhood organizations and other such organizations
6. Principles of learning, work teams, and process improvements
7. Modern office technology, equipment, and procedures, including Word, Excel, PowerPoint, and a variety of web-based applications

### **Ability to:**

1. Demonstrate experience and leadership in managing a comprehensive strategic communications, media relations and marketing program to advance an organization's mission and goals
2. Think innovatively, with a track record for translating strategic thinking into action plans and output
3. Utilize excellent writing, editing and oral communication skills

4. Prepare a wide variety of effective, professional, attractive and economical communication tools, using both traditional and social media, for a variety of audiences
5. Engage professionally and effectively and represent the City with a wide range of diverse constituents
6. Establish and sustain positive working relationships with civic organizations, business associations and other community groups.
7. Establish and maintain effective relationships with elected and senior management
8. Organize and prioritize multiple responsibilities and tasks in a fast-paced environment, meet tight deadlines and be both flexible to changes in priority assignments
9. Plan, lead and implement major projects on schedule and with measurable results
10. Exercise good judgment and creative problem-solving skills and make sound decisions in a manner consistent with essential job functions and City values
11. Devote high attention to detail and a strong commitment to factual accuracy
12. Work independently and proactively with minimal supervision
13. Interpret and explain City programs, policies and procedures; break down complex issues in a manner that is easy to communicate and understand

**Experience and Training Guidelines:**

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

**Experience:**

Five (5) years of increasingly responsible, professional level experience in journalism, mass media communication, marketing, public relations or public information. Candidates with public sector, corporate or public relations agency experience are invited to apply. Experience with the latest web-based outreach and engagement technologies and interactive media is highly desirable.

**Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major work in Journalism, Public or Media Relations, Communications, Marketing, Social and Interactive Media or a closely related field.

**License or Certificates:**

Possession of, or ability to obtain, a valid California Class C Driver's License.

**Special Requirements:**

*Essential duties require the following physical abilities and work environment:*  
Ability to work in a standard office environment with ability to drive to various City and regional locations. Bilingual ability is desirable.

**Effective Date:** October 6, 2014

**Bargaining Group:** Unrepresented

**Status:** Executive Management / Exempt / At-Will