



Title: Office of Communications Director

FLSA STATUS: Exempt from overtime under FLSA.

SUPERVISION RECEIVED AND EXERCISED:

Receives direction from the Deputy City Manager
Exercises direct supervision over a staff of professional, technical, and administrative employees

MINIMUM QUALIFICATIONS

- **Education:** Bachelor's degree in the fields of Communications, Public Relations, Journalism, Broadcast Journalism and Marketing.
- **Experience:** Requires seven or more years of related experience. Requires advanced knowledge in highly specialized systems and procedures.
- **Licenses/Certifications/Special Requirements:** Valid AZ Drivers License upon hire.

PREFERRED/DESIRABLE QUALIFICATION(s):

- Experience in a municipal or government setting.
- Previous supervisory experience is preferred.

JOB SUMMARY

The purpose of this position is to provide visionary leadership in the management of citywide public information, digital media services, community relations, marketing, web development, and internal and external communications. The Communications Director advises city management in the development and maintenance of effective current and long-range policies, plans and practices which affect relationships with the public. The Office of Communications serves as the central source of city information, media dissemination and the official channel of communication between the city and its audiences. This is accomplished through appropriate multi-media avenues. The desired outcome is to keep the public aware of city policies and actions; promote key programs and events, while maintaining effective relationships with key organizations, stakeholders, businesses, visitors and the media; and develop and participate in news conferences, special events, and other programs of interest. Other duties include overseeing tourism efforts, representing Peoria on outside committees, and developing strategic communications goals on behalf of the city.



City of Peoria

HUMAN RESOURCES

ESSENTIAL FUNCTIONS

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Serves as the strategic advisor to the City Manager and senior management on a wide variety of media relations issues. Develops comprehensive plans, strategies and approaches for use in citywide communication efforts. Markets Peoria's image to citizens, employees, businesses, and the media.
2	Manages and coordinates the activities of the Office of Communications. Serves as the city's spokesperson in highly-sensitive, complex, or emergency situations. Oversees public notification and communication strategies and plans. Works closely with Peoria's Police and Fire Public Information Officers.
3	Develops, plans, and directs the implementation of a comprehensive, citywide, integrated-marketing effort that consists of advertising, promotions, e-marketing, public relations and special events designed to increase awareness of and promote Peoria locally, regionally and nationally.
4	Prepares and administers the annual budget by forecasting revenues and expenditures, presenting proposals for approval, authorizing payments and monitoring expenditures for recommended adjustments.
5	Manages and coordinates all internal communications, including citywide emails and meetings, and the Intranet.
6	Coordinates efforts with the media by responding to questions and inquiries, acting as city spokesperson for interviews, developing response strategies, developing release materials, and working with city staff.
7	Manages employees by developing goals and objectives, monitoring performance, scheduling and assigning tasks, and overseeing the procurement process and related contracts. Oversees the Public Information Office, Webstaff, Graphics and Digital Media team to coordinate activities of divisions to ensure that they are aligned with departmental and City priorities, rules, regulations and license agreements.
8	Develops and reviews staff reports related to public information activities. Presents reports to city management, the City Council, and other commissions, committees, boards and community organizations.
9	Conducts special projects and studies requested by the City manager and Deputy City Managers.



City of Peoria

HUMAN RESOURCES

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with "X"					
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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.					
Sedentary	X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.		Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

Work Environment for this position is indicated below with "X"				
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.				
Office	X	Outdoors	Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.		Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers (laptop), digital tablet, printers, scanner, copy / fax machine, and related software, smart phone, vehicle, digital camera.

PROTECTIVE EQUIPMENT REQUIRED:

None