



DEPARTMENT OF HUMAN RESOURCES
CITY & SCHOOLS

CITY OF STAUNTON
POSITION DESCRIPTION

JOB TITLE: Communications Manager	DEPARTMENT: City Manager
IMMEDIATE SUPERVISOR: City Manager	GRADE/RANK: 18
	FLSA/ESSENTIAL STATUS: Exempt

GENERAL DEFINITION AND PURPOSE OF WORK:

Performs complex professional work assisting the City in providing information to residents and the media through various media on city government, schools and services. This position assists the city manager, school superintendent and City/school division departments in development of communication and marketing strategies to support and promote the organizations' goals, brands, images and stories.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

The minimum performance expectations include, but are not limited to, the following functions/tasks:

- Functions as point of contact for citizen communications, including requests for information, compliments, complaints and suggestions;
- Tracks information to ensure citizens receive prompt, courteous and accurate information;
- Coordinates video production and related activities;
- Oversees the development and maintenance of the City's official website. Assists with the maintenance and development of the school division's webpages, including school webmasters;
- Coordinates and conducts the annual Staunton Citizen University program;

- Coordinates and conducts the City's citizen survey;
- Writes and edits a variety of materials for internal and external distribution including publications, brochures, informational materials, news releases, manuals, newsletters, and social media posts;
- Writes speeches for staff and elected officials;
- Serves as the City's spokesperson, which at times may include making speeches and presentations to small and large groups. May serve as the school division's spokesperson, especially in emergency situations;
- Represents City at meetings and on boards and commissions as needed;
- Develops publicity and public relations plans and activities to meet short and long-term goals of the City and the school division;
- Maintains relationships with local media and a current media directory for the dissemination of news and information to the media;
- Assists departments and the school division in development of public relations and promotional activities and informational materials to meet departmental objectives;
- Maintains fiscally-responsible operations, assisting in the development of an annual budget as well as developing proposals and budgets for specific projects;
- Supervises interns and volunteers;
- Provides general support for the City Manager's office and the Superintendent's office; and;
- Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Has knowledge of public relations program development and management of graphic, layout, printing and audio-visual processes. Knowledge of radio, television, photography, video, newspaper and magazine production as well as social media, technology and website maintenance and production. Has the ability to plan and manage public relations programs and the ability to analyze and develop effective communication programs. Possesses the ability to establish positive working relationships with elected officials, staff and members of the media. Has the ability to communicate orally and in writing and the ability to develop promotional copy and perform technical editorial work. Has the ability to analyze data for program development and improvement and has skills in computer software associated with public relations/publicity field and database management.

QUALIFICATIONS/EDUCATION AND EXPERIENCE:

Bachelor's degree from an accredited college or university in public relations, communications, journalism, business, public administration or related field and considerable experience in marketing, media and public relations or equivalent amount of training and experience.

SPECIAL REQUIREMENTS:

Position must be able to work outside normal business hours to cover events, meetings and activities of the City and school division, planned and emergency in nature.

PHYSICAL DEMANDS and ENVIRONMENTAL CONDITIONS:

This is predominately sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force occasionally to move objects; work requires reaching, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed and/or important instructions to others accurately; hearing is required to receive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work and observing general surrounds and activities; the worker, for the most part, is not subject to adverse environmental conditions, but may be called upon to work outside at times.

ADA:

The employer will make reasonable accommodations in compliance with the American with Disabilities Act of 1990.

SUPERVISORY RESPONSIBILITIES:

Position has limited supervisory responsibilities. Occasional supervision may be exercised over intern(s), volunteer(s) and administrative staff.

EXAMPLES OF EXPECTED DECISION MAKING:

Position is responsible for determining media resources to utilize, when press releases should be distributed, proactively or reactionarily, for events, political needs and emergency situations.

This job description in no way states or implies that these are the only duties to be performed by this employee. The Communications Manager will be required to follow any other instructions and to perform any other related duties as assigned by the supervisor. The City of Staunton reserves the right to update, revise or change this job description and related duties at any time.

EVALUATION:

Performance of this job will be evaluated in accordance with city policy, using information from various sources to study and review the position holder's ability and effectiveness in carrying out the above responsibilities.

Approved by: City Manager and Chief Human Resources Officer

Revised Date: 2021