

Job Class Code: 0875	FLSA Status: Exempt
Pay Basis: Salary (Annual)	EEO Category: 1

GENERAL DESCRIPTION OF CLASS

The purpose of the class is to provide strategic leadership for internal and external communications encompassing media and public relations. The class is responsible for managing staff to appropriately foster a culture of engagement and effectively communicate a unified City message. The class oversees the communication function involving handling sensitive media communications, branding, media relations, maximization of communications resources, public relations and/or public involvement.

TYPICAL TASKS

- Develops, executes, monitors and reports on the comprehensive, innovative strategic plan for a City-wide communications program by coordinating with other departments, senior management, and staff.
- Develops media relations strategies and oversees all media relations functions for the organization; serves as spokesperson and liaison to the media; provides live-broadcast and print interviews; tracks media trends.
- Writes or manages the writing of internal and external communications, which may include, but not be limited to print, web, multi-media, email, speeches, and other public relations communications.
- Enhances public awareness of programs and services provided by the City through a broad range of community outreach initiatives designed to enhance relationship development, strengthen the community, and maintain the culture of transparency.
- Communicates the City's goals and objectives by establishing effective two-way communication with all constituents and employees.
- Plans, organizes, and coordinates complex communications project activities utilizing Web-based technology and listservs to directly communicate with citizens.
- Researches, writes and distributes, and/or edits and monitors, a variety of public information materials for content, style, and message and to ensure they comply with City standards; formulates and provides accurate, authoritative responses to media inquiries; serves as a consultant to management and staff in the development of responses to media.
- Proactively briefs upper management and elected officials on media and public relations issues and program budget.
- Provides direct support to executive staff and coaches them in interacting and responding to the media. Facilitates the coordination and cooperation of a high performing, interdepartmental communications team to provide citizens, the media, and employees with timely information which accurately portrays the City's vision, strategy, perspectives, and position.
- Manages the department to include budget research, development, preparation, and monitoring to ensure cost effectiveness; signs or oversees signing of purchase agreements, material receipts, and other expense documents related to communication services. Supervises and manages staff including hiring/firing, assigning duties, providing training, counseling, and evaluating performance.
- Acts as a spokesperson for the City and serves as the Public Information Officer in times of emergencies requiring 24-hour, on-call responses.
- Attends all City Council meetings.
- Facilitates communication with the Chesapeake Public School System.
- Performs other duties as assigned.

GENERAL STANDARDS

Data Involvement	Synthesizes or integrates analysis of data or information to discover facts or develop knowledge or interpretations; changes policies, procedures, or methodologies based on new facts, knowledge, or interpretations.
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Interpersonal/People Involvement	Negotiates and exchanges ideas, information, and opinions with others to formulate policy and programs or arrive jointly at decisions, conclusions, or solutions.
Reasoning Requirements	Performs work involving the application of principles of logical thinking and public information and communications or other professional practices to diagnose or define problems, collect data and solve abstract problems with widespread unit, organizational, or public impact.
Mathematical Requirements	Uses mathematics involving the practical application of fractions, percentages, ratios and proportions or measurements, geometry, algebraic solutions of equations and inequalities, descriptive or inferential statistics, and mathematical classifications or schemes.
Language Requirements	Reads professional and technical journals, abstracts, financial reports, or legal documents.
Mental Requirements	Advanced professional level work in the analysis or interpretation of methods of a professional, communications, public information, or other nature to formulate recommendations on the basis of such analysis; applies creativity and resourcefulness in the analysis and solution of complex problems.
Decisions/Supervisory Control	Makes decisions as a major part of the job, affecting a major segment of the organization and the general public; develops policies and practices.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge	Knowledge of principles of budgeting and program management; knowledge of principles and processes for providing exemplary customer service and resolving conflict; knowledge of supervisory and managerial principles and practices; production and service excellence; local government and the political process; applicable laws, regulations, policies and procedures; communications principles, tools and strategies.
Skills	Skills in understanding and translating technical subject matter and terminology; skills in problem solving, collaboration, and negotiation; highly developed writing skills, public speaking skills; skills in reading and interpreting laws, regulations and guidelines written by federal, state and local agencies; supervisory, coaching and mentoring skills.
Abilities	Ability to research and analyze; ability to record and deliver information.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Vocational/Educational Requirement	Requires a bachelor's degree in communications, public relations, business, or a closely related field. Master's degree preferred.
Experience	In addition to satisfying the vocational/educational standard, this class requires a minimum of six years of related, full-time equivalent progressively responsible experience. Requires four years of supervisory experience.
Special Certifications and Licenses	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards. Designation of Accredited in Public Relations (APR) preferred.

AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.