

<b>Job Class Code: 0853</b>	<b>FLSA Status: Exempt</b>
<b>Pay Basis: Salary (Annual)</b>	<b>EEO Category: 2</b>

**GENERAL DESCRIPTION**

The purpose of the job classification (job class) is to oversee the public and media relations divisions of the Public Communications Department. The job class is responsible for serving in a senior capacity on behalf of the Director as well as taking the lead role in long-range and/or politically sensitive projects. The position will supervise staff, develop and assist in administration of budgets, manage and coordinate City-wide emergency communications, act as a liaison with other City departments, provide training and assistance to other communications staff, and be a primary point of contact for members of the media, public, and City organization. The class works within broad policy and organizational guidelines, independently plans and implements projects, and reports progress of major activities through periodic conferences and meetings.

**TYPICAL TASKS**

<ul style="list-style-type: none"> <li>• Supervises staff in public relations, media relations, communication, and other functions to achieve department and organization goals.</li> <li>• Receives, reviews, and responds to inquires from the media and citizens regarding the programs, services and initiatives of the City; provides accurate, coordinated, and timely responses in consultation with senior management, departmental staff, and subject matter experts, as appropriate.</li> <li>• Develops, implements, monitors, and reviews communications programs for City departments and agencies, both as a leader and in a support role, as appropriate. Works closely with staff within and outside Public Communications Department to ensure messaging meets desired goals.</li> <li>• Serves as a City spokesperson and a liaison with the news media, providing both responsive service for inquiries and proactive delivery of City messages by appearing on camera for television and/or video media.</li> <li>• Assists in the development and administration of departmental budget and ensures projects meet approved budgetary requirements.</li> <li>• Staffs Emergency Operations Center (EOC) or other emergency-related public information functions and takes a lead role in providing emergency public information to citizens.</li> <li>• Monitors and maintains departmental emergency plans and ensures all staff are prepared to respond in the event of an emergency situation.</li> <li>• Assists other areas of the department (Video Production, etc.) with projects and initiatives, as appropriate.</li> <li>• Serves for the Director in his/her absence and makes appropriate decisions to ensure progress of projects and initiatives continues.</li> <li>• Performs other relates duties as assigned.</li> </ul>
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**GENERAL STANDARDS**

<b>Data Involvement</b>	Plans and directs others in the sequence of major activities and reports on operations and activities which are very broad in scope.
<b>Interpersonal/People Involvement</b>	Negotiates and exchanges ideas, information, and opinions with others to formulate policy and programs or arrive jointly at decisions, conclusions, or solutions.
<b>Reasoning Requirements</b>	Performs work involving the application of principles of logical thinking and scientific, legal, administrative, professional, or other practices to diagnose or define problems, collect data and solve abstract problems with widespread unit or organizational impact.
<b>Mathematical Requirements</b>	Uses mathematics involving the practical application of fractions, percentages, ratios and proportions or measurements, logarithmic, or geometric construction; may use algebraic solutions of equations and inequalities; descriptive statistics; deductive geometry, plane and solid, and rectangular coordinates; mathematical classifications or schemes.

<b>Language Requirements</b>	Reads scientific and technical journals, abstracts, financial reports, or legal documents; speaks before professional and civic groups, participating in panel discussions and speaking extemporaneously on a variety of subjects; writes complex articles and reports; develops presentations for sophisticated audiences.
<b>Mental Requirements</b>	Uses advanced professional level work methods and practices in the analysis, coordination or interpretation of work of a professional, engineering, legal, managerial, or scientific nature and formulates important recommendations or makes technical decisions that have an organization wide impact; requires sustained, intense concentration for accurate results and continuous exposure to unusual pressure.
<b>Decisions/Supervisory Control</b>	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**

<b>Knowledge</b>	Strong understanding of municipal government and communications with a large, diverse audience. Experience in communication project management. Visual communication ability.
<b>Skills</b>	Well-developed written and oral communication skills.
<b>Abilities</b>	Ability to actively communicate on a 2-way basis with individuals and groups of all sizes. Ability to think and react well under pressure, to multitask, and to prioritize responsibilities to meet multiple goals. Ability to mentor subordinates.

**EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS**

<b>Vocational/Educational Requirement</b>	Requires any combination of education and experience equivalent to a bachelor's degree in communications, journalism, public relations or a closely related field.
<b>Experience</b>	In addition to satisfying the vocational/education standards, this class requires a minimum of five years of related, full-time equivalent experience. Experience in municipal government communications is preferred
<b>Special Certifications and Licenses</b>	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards.
<b>Special Requirements</b>	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

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