

City of South San Francisco
Human Resources Department

Communications Manager
Class Description

Definition

Under administrative direction, plans, organizes, and coordinates public information, media communications, crisis communications, and civic engagement activities of the City; and does related work as required. Serves as the City's Public Information Officer, including during emergency incidents.

Distinguishing Characteristics

This position is responsible for the City's public information and communications functions. This position exercises independent judgment and discretion in the coordination of communications and advocacy activities with other departments and outside agencies to engage stakeholders and provides highly complex administrative support to the City Council, City Manager, Assistant City Manager, and department heads as needed.

Typical and Important Duties

1. Creates an overall communications strategy which is consistent with the goals and objectives identified in the City's General Plan, and the annual City Council work plan.
2. Develops, plans and implements communications goals and objectives; recommends and administers policies and procedures.
3. Coordinates communications activities with those of other departments and outside agencies and organizations; provides staff assistance to the City Manager and City Council; prepares and presents staff reports and other necessary correspondence.
4. Supervises the work of staff assigned to communications and community engagement functions; assigns work activities, projects and programs; monitors work flow; reviews and evaluates work products, methods and procedures.
5. Coordinates the design and implementation of marketing and advertising campaigns to promote City services, activities, programs and special events.
6. Oversees the City's social media formatting and content on various platforms, supports departmental use of these platforms to ensure consistency and effectiveness; actively engages on social media to ensure communication is creative, vibrant and appropriate;
7. Oversees organization, appearance and content on the City website, as well as the City intranet, to ensure content is up to date, well organized, attractive, easy to find, useful, and engaging.
8. Produces weekly electronic communications to residents which keeps them apprised of happenings and upcoming opportunities.
9. Attends and helps to organize and prepare for various City events and functions, including Cultures United.
10. Monitors incoming resident feedback on various platforms, responds to residents or directs inquiries to the appropriate responder.
11. Delivers city-wide communications support as needed; may be required to attend conferences

and assist with design and delivery of City messaging.

12. Prepares various presentations, including the Mayor's State of the City presentation, in close collaboration with the City Manager and City Council.
13. Identifies challenges and emerging issues facing the City; works collaboratively with leadership team to recognize internal and external communications opportunities and solutions and defines and executes appropriate strategies in response.
14. Develops and administers the communications program budget; directs the forecast of additional funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements mid-year adjustments.
15. Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; maintains discipline and high standards necessary for efficient and professional operations.
16. Plans, organizes, directs, and participates in the City's public information, civic engagement, and media relations activities including developing and implementing internal and external communications strategic plans.
17. Serves as the City's Public Information Officer; develops communications content of press releases, City website information, electronic communication and newsletters; prepares speeches, responses and related materials for City Council and for public information purposes.
18. Serves as Public Information Officer for the City in the event of an emergency, and serves in the Emergency Operations Center when activated; provides professional and technical support to emergency services departments.
19. Serves as media advisor to the City Council, City Manager, and City staff; provides communications training and marketing and outreach support; attends evening City Council and Commission meetings as needed.
20. Represents the department to outside agencies and organizations; participates in outside community and professional groups and committees; provides technical assistance as necessary.
21. Builds and maintains positive working relationships with co-workers, other City employees and the public using principles of good customer service.
22. Performs other related duties and responsibilities as assigned.

Job-related Qualifications

Knowledge of:

- Principles and practices of communications methods and marketing techniques.
- Modern administrative and management principles, procedures and techniques, particularly as applied to the overall management of a comprehensive communications program.
- Principles and practices of public relations and community outreach.
- Effective public presentation methods to attract and inform a variety of audiences.
- Political issues, community development issues, and legislative developments of importance to the community and City.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Applicable local, state, and federal laws and regulations.
- Organizational and management practices as applied to the analysis and evaluation of

programs.

- Principles and practices of organization, administration and personnel management.
- Social media, web design, and graphic/visual presentation methods.
- Principles and practices of budget preparation and administration.
- Principles of management, supervision, training and employee development.

Ability to:

- Organize, supervise and coordinate the work of subordinate employees.
- Analyze difficult problems, develop a positive course of action and follow through on its implementation.
- Demonstrate sound professional judgment, reason logically, and think imaginatively and creatively.
- Respond to tight schedules and pressures.
- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Manage social media and website, including posting, evaluating, and delivering City messaging.
- Properly interpret and make decisions in accordance with appropriate laws, regulations and policies.
- Prepare and present clear, effective, and accurate staff reports, correspondence, policies, procedures, and other oral and written materials.
- Make effective public presentations in routine and emergency situations.
- Establish and maintain effective relationships with those contacted in the course of the work.
- Use initiative and independent judgment within established policy and procedural guidelines.
- Take a proactive approach to customer service issues.
- Organize own work as well as the work of others, set priorities, meet critical deadlines, and follow up on assignments with a minimum of direction.
- Plan, distribute, direct, coordinate, review, and evaluate the work assigned staff and train staff in work procedures.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public, occasionally in situations where relations may be difficult or strained.
- Work in a safe manner modeling correct City safety practices and procedures; and enforce adherence to safety policies and procedures.
- Maintain confidentiality regarding sensitive information.

Skill in:

- Using a personal computer and associated applications.
- Advanced English language skills for professional written and verbal communications. Bilingual skills (English/Spanish) are desirable.

Experience and Training

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

Experience:

Four years of progressively more responsible professional communications or public relations experience, including at least one year in a supervisory capacity.

Training:

A bachelor's degree from an accredited college with major coursework in communications, journalism, marketing, or a related field.

Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

Possession of, or ability to obtain, a valid appropriate California driver's license and a satisfactory driving record.

Special Requirements

Essential duties require the following physical skills and work environment:

Physical Skills:

Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, twist, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make public presentations; lift and carry 35 pound boxes, files, and materials.

Work Environment:

Mobility to work in a typical office and/or field setting.

Ability to:

Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or participation in specific projects or programs; available for evening meetings.

Additional Information:

- Approved: August 23, 2023
- Revised Date:
- Former Titles:
- Abolished:
- Bargaining Unit: Mid-management
- DOT: No
- Status: Classified/Exempt
- Job Code: M310