

SANDY CITY
APPROVED CLASS SPECIFICATIONS

- I. Position Title: Communications Director
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| <u>Revision Date:</u> | 06/26 |
| <u>EEO Category:</u> | Professional |
| <u>Status:</u> | Exempt (Exec.) |
| <u>Control No:</u> | 20103 |

II. Summary Statement of Overall Purpose/Goal of Position:

An Appointed Category I position under the general direction of the Deputy Chief Administrative Officer performs highly responsible staff and administrative work. Represents the City in various situations and maintains relationships with persons inside and outside the city. Supervises and performs various projects relating to communications, marketing, branding, web development, social media, public relations, and intergovernmental relations. Assists Administration and the legislative branch in promoting the city, the city brand, city operations and city services to the general public.

III. Essential Duties:

- Act as the city's director for creative communications to distill news and content to print and social media, infographics, snippets, quick soundbites, and other succinct and relevant messaging.
- Develop project overviews and special project presentations.
- Acquire current and relevant information from Administration, City Council, Communications and Marketing (CAM) members and departments to communicate to citizens or other specific audiences.
- Works with City departments to coordinate city communications to ensure consistency and uniformity in messages to the public and media outlets and to ensure communications focus on accomplishing global city objectives and policies.
- Provide media support where needed as a back up to the PIO including media outreach, media management, and developing of media materials. (i.e. press kits, image development, etc.)
- Strategize appropriate internal and external communications and oversee Communication Department roles in the JIC (Joint Information Center) and coordinate with the field PIOs during emergency situations.
- Assist Emergency Manager with disaster and emergency communications staying up-to-date on FEMA emergency training.
- Supervises the use of all communication mediums available to the city, including but not limited to the city's website, newsletter, utility bill inserts, mailers, social media platforms, government access channel, billboard space, marquee usage, advertising buys, and so on.
- Oversee the Communications Department staff
- Set appropriate Communications Department budget. Prepare, submit and oversee the use of communications annual budget.
- Supervises the use of marketing resources and mediums available to the city.
- Attend city meetings (including partnerships like Healthy Sandy, Sandy Pride and Tourism) as needed as a representative of the Communications Department and Sandy City's marketing efforts.
- Supports and administers the city's brand and brand promise. Works with departments and city employees to ensure all employees act as ambassadors of the city's brand.
- Streamline and create continuity of the Sandy City brand citywide. Design overall city brand guidelines and all creative forms of Sandy City communication.
- Run meetings with the Communications Department as well as the CAM team.
- Develop tactics, messaging, and imaging for various projects for departments through the city.
- Supervises the development of traditional communication tools including flyers, fact sheets and surveys, as needed.
- Review and approve all major communication for city and department channels.
- Compose and design the monthly city newsletter.
- Oversees the preparation of the city newsletter, including content development and management, layout, editing and publication.

- Oversees the maintenance of the all city websites, including content development and management, layout, editing and publication.
- Supervises the development of digital communication tools and mediums. For example, social media platforms, mobile apps, digital ad buys, and other digital communication methods, as deemed necessary.
- Oversees municipal specific advertising done by the city.
- Oversees the development of presentations, internal communication and public outreach.
- Creates city banner designs. Coordinates and supervises the use of banners and other signage throughout the city to promote the city and city events.

IV. Miscellaneous Duties:

- Serves on the Healthy Sandy Steering Committee and assist Healthy Sandy with outreach, communications and promotions.
- Supports tourism efforts within the city.
- Supervises the Sister Cities program.
- Oversees contracts relevant to the division.
- Performs other duties as assigned.

V. Qualifications:

Education: Bachelor's degree in public administration, business, communications, public relations, or related field required. Strong writing, creative content creation, and web development skills preferred.

Experience: Requires ten years related work experience with progressively increasing responsibilities. May substitute up to two years of additional education for two years of required experience. Four years of supervisory experience preferred.

Certifications/Licenses: Valid Utah Driver's License is required.

Probationary Period: Not applicable. This is an appointed position exempt from the protections described in Utah Code Ann. Section 10-3-1105(1)(a).

Knowledge of: Public relations and media relations, specifically intergovernmental cooperation, and press relations; web management development and design; social media platforms, various design platforms, mobile applications, computer software including word processing, desktop publishing and web development.

Responsibility for: Working with departments on public relations efforts and programs; choosing the proper type of communication medium to present information to the Mayor's Cabinet, the City Council, citizens and media outlets; management and oversight of the city's web page and newsletter; reporting to multiple individuals with varying priorities; and working with departments on various special projects.

Communication Skills: Communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgment to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact and communication with elected officials, leaders of other organizations, the public, the media and others.

Tool, Machine, Equipment Operation: Requires regular use of a personal computer, printer, copier and telephone system.

Analytical Ability: Prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, City Council, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations. Organize, establish and delegate meaningful goals; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, City Council, and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal conflict.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects, or controls and frequently communicates with others. Moderate physical exertion is present due to moderate stooping and kneeling required. Employee will sit or stand for long periods of time and may move up to 20 pounds.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines; regular evening and weekend work is required to attend meetings, city events and meet deadlines; frequent contact with high-profile individuals.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

Dept/Division Approval: _____ DATE: _____

Human Resource. Approval: _____ DATE: _____