JOB DESCRIPTION

JOB INFORMATION

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Communications Manager</th>
<th>Civil Service:</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>City Manager's Office</td>
<td>Bargaining Unit:</td>
<td>Non-Bargaining</td>
</tr>
<tr>
<td>Reports to Position</td>
<td>City Manager</td>
<td>Pay Grade:</td>
<td>NB PayScale</td>
</tr>
<tr>
<td>Location</td>
<td>City Hall</td>
<td>Overtime Status:</td>
<td>Salary</td>
</tr>
<tr>
<td>Effect. Date</td>
<td>01/2019</td>
<td>FLSA Status:</td>
<td>Exempt</td>
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JOB SUMMARY

Provide a brief description as to the primary purpose of this job (no more than three to five sentences):

This is a professional position within the City of Marion. Directs the development and execution of all public relations activities and manages media relations for the City of Marion. This position advises the city on communications strategy, acts as a spokesperson to the media, serves as the City's public information officer (PIO), coordinates the City's public relations activities and supports City departments to create awareness concerning their services. Provides project and special event support, policy and legislative research and performs related work as required.

ESSENTIAL JOB DUTIES/WORK PERFORMED

List essential job functions that comprise the job; describe in terms of actions (verbs) and desired outcomes in order of most important first:

- Directs media relations and communications planning for the city, including media policies.
- Develops, implements, and manages strategic communication plans for community outreach needs.
- Coordinates preparation of city newsletter that is distributed to Marion residents.
- Coordinates and responds to inquiries from print and television media on a wide range of issues concerning city policy.
- Coordinates internal communication strategies related to organization change and operational issues.
- Develops and maintains media relationships regarding city issues. Represents the city to the media.
- Administers cable operations to provide government access programming with local telecommunication systems (as applicable).
- Monitors community feedback and responds to questions and concerns about city communications;
- Analyzes extent of public understanding of programs administered by city departments and determines need and type of information and education programs.
- Trains staff and elected officials in communications and effective media presentations.
- Arranges press conferences and media activities for city personnel and officials as required.
- Meets with and provides an input process to city government for community groups, neighborhood associations, church groups, the chamber of commerce, MEDCO and other related associations.
- Represents the city at business and civic meetings.
- Coordinates city-wide special projects and events, which may involve multiple departments and/or outside organizations.
- Prepares press releases, and other communications for the city, including research of issues pertaining to the city and other background information.
- Shares ideas and provide resources to department directors and staff.
- Facilitates environment that encourages interdepartmental cooperation.
- Researches administrative and municipal issues as requested.
- Develops and delivers presentations and attends meetings, conferences and workshops.
- Performs related work as required.

REQUIRED KNOWLEDGE AND SKILLS

List key dimensions (measurements for success) for this position:

- Extensive knowledge of business English, spelling, punctuation and arithmetic.
• Knowledge of modern office practices, procedures and machines.
• Knowledge of the various forms of modern media (print, electronic, etc.).
• Ability to perform computations quickly and accurately.
• Ability to maintain complex records, and prepare accurate reports as required.
• Skill in composing correspondence.
• Ability to make decisions in accordance with established laws, rules and regulations.
• Ability to establish and maintain effective working relationships with fellow employees and the general public.

ESSENTIAL FUNCTIONS & PHYSICAL ABILITIES

List key relationships (to whom and the nature of the relationship) and leadership received and from whom associated with this position:

• Ability to read, speak, write and understand English to effectively communicate with citizens and employees by telephone, in written form or face-to-face.
• Ability to operate telephone, computer keyboard, calculator, photocopier, cellular devices and similar office machines.
• Ability to sit for long periods of time for typing and computer work.
• Ability to occasionally bend, stoop and lift up to 40 pounds.
• Ability to perform mathematics necessary for public documents.
• Must not pose a direct threat to the health or safety of other individuals in the work place or citizens encountered during work.

QUALIFICATIONS

List the minimum requirements to be considered for this position:

• Graduation from a four-year college or university with a degree in Communications, Marketing, Public Relations, Journalism or similar field, and
• Three years of experience in media relations, public relations or journalism.

WORKING CONDITIONS

List working conditions for this position:

• Works in an office environment
• Works a standard work week
• May be required to work some overtime upon demand of workload

REQUIRED BACKGROUND CHECKS

List working conditions for this position:

• Sex Offender Registry
• Drug Screening
• Driving Record
• Pre-Employment Physical