

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: COMMUNICATION & ENGAGEMENT DIRECTOR

DEPARTMENT: CITY MANAGER

BASIC FUNCTION:

Under administrative direction, to develop, organize and manage the strategic citywide communications efforts and to identify and assist in the development and dissemination of appropriate communications projects, develops communications strategy, oversees all mediums of city communication, including the use of Cable TV, social media, and the information conveyed through the website.

DISTINGUISHING CHARACTERISTICS:

This is a single incumbent, executive position with a wide scope of responsibilities to manage development of a citywide communications effort. The incumbent reports to the City Manager and has significant responsibility in managing and directing a centralized public information and media program that serves as the official channel of communication between the city and the public.

KEY RESPONSIBILITIES:

Design and coordinate the city's strategic communications plan.

Plan and coordinate the city's strategic communications efforts, including but not limited to internal and external communications, public presentations, and council meetings.

Establish training resources designed to support the communications plan.

Facilitate the preparation and dissemination of news releases regarding city events, services and regulations in conjunction with city departments, coordinate media conferences, and arrange media coverage for city special events.

Critique and benchmark the development of city communications, which include establishing a theme, working with related departments and mentoring employees and managers in the area of communications.

Oversee and develop the production and distribution of a variety of information and marketing materials, such as, the Mayor's Annual State of the City video, internal and external newsletters, communications provided to new residents and business, and Video Productions.

Maintain contacts with the news media to assure accuracy of city information disseminated and identify and correct reporting errors, and act as the media liaison.

Act as a professional resource in the area of special events to city departments to consult, mentor and train in the preparation of special events, such as, dedications, groundbreaking, ribbon cuttings and receptions and prepare Leadership Team or key management or employees for such events.

Provide training and coaching to elected officials and staff in communications, presentations, and strategic marketing of city services and programs.

Research and prepare analytical reports.

Represent the city and council at various meetings and make presentations to groups as required.

Perform other related duties as assigned.

QUALIFICATIONS

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

- Principles and practices of managing and conducting communications and or marketing programs.
- Principles and practices of coordinating a communications program.
- Principles and techniques of journalistic writing and reporting.
- Principles of organization, administration, budget and personnel administration.
- Communication theory.
- Media sources and resources.
- Planning and preparing media releases and news conferences.
- Computer systems and software utilized in a business environment.
- Training and coaching techniques.

Ability to:

- Interface as a consultant with all levels of the organization.
- Train, mentor and develop staff to present and create professional communications.
- Plan and coordinate effective marketing, communications management and public relations programs.
- Communicate clearly and concisely, orally and in writing.
- Establish and maintain effective relationships with those contacted in the course of work.
- Exercise judgment in the release of information.
- Write creatively, organize news material and determine a story emphasis and gather and verify news information through interviews, observation and research.
- Coordinate and manage a number of projects simultaneously using effective time management and problem solving techniques.
- Work independently and follow through on assignment with minimal direction.
- Operate and utilize computer systems, software, and the internet in the performance of duties.
- Train and coach others in information management and marketing.

EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree in journalism, communications, marketing, business administration, or a related field; and

Five years of progressively responsible experience in marketing and communications, public information, or a related field.

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to communicate, in person and by telephone; utilize office equipment; and reach with hands and arms. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

Ability to work in a standard office environment with some exposure to the outdoors; ability to travel to different sites and locations; attend evening meetings; work under pressure and potentially stressful situations.

This is an at-will management classification.

DATE APPROVED: November 4, 2019