



## **JOB DESCRIPTION**

Title: **COMMUNICATIONS AND  
PUBLIC RELATIONS DIRECTOR**

Department: Mayor

Class Code: 0630

FLSA Status: Exempt

Effective Date: December 4, 2017

### **GENERAL PURPOSE**

Under general supervision of the Mayor and Chief Administrative Officer, performs specialized, complex and confidential administrative and secretarial duties requiring the exercise of independent judgement. Responds directly to the public in the name of the Mayor and Chief Administrative Officer.

### **EXAMPLE OF DUTIES**

- \*-- Represents positively the Mayor and CAO in dealing with the public, staff, etc. in City related matters.
- \*-- Interprets and explains complex policy to the public. Responds directly to public inquiries and complaints; including emails, written correspondence, social media, etc.
- \*-- Analyses processes for efficiency; revises processes or creates systems for increased efficiency; utilizes investigative skills in resolving issues; writes reports and summaries.
- \*-- Schedules and coordinates meetings, appointments, and calendar items.
- \*-- Supervises, trains, evaluates and directs the work of the office specialist and website administrator.
- \*-- Represents the Mayor and CAO at community meetings; serves on various boards and committees at the request of the Mayor and CAO; assists in delivering presentations.
- \*-- Uses appropriate software applicable to the office; answers the telephone, screens, and follows up on calls.
- \*-- Greets and directs walk-in traffic; guides tours of Mayor's office and city departments.
- \*-- Takes dictation, transcribes notes, and tapes; prepares agendas and takes minutes; and maintains follow-up meeting schedules.

- \*-- Manages office payroll time sheets.
- \*-- Schedules travel arrangements and reconciles receipts; maintains office files and records; maintains orderly and documented flow of paper work, legal documents, signature items, and council forms.
- \*-- Creates and monitors office budget; manages office purchases and supplies.
- \*-- Maintains confidentiality; sets the office demeanor and culture and is frequently consulted for opinions on major issues within the department.
- \*-- Plans and coordinates internal and external community events; coordinates resources for these events such as staffing and budget.
- Performs other related duties as required.

## **MINIMUM QUALIFICATIONS**

### Education and Experience

- Associates degree and four (4) years of office administrative experience or an equivalent combination of education and experience.

### Supervisory Requirement

- Supervises fully to include hiring staff, providing training, disciplining, and providing feedback through performance appraisal or other formal means.

### Necessary Knowledge, Skills and Abilities

- Knowledge of supervisory techniques.
- Expert knowledge of office practices and procedures; in-depth knowledge of the proper use of grammar, punctuation and spelling; expert knowledge of the department and the functions it performs.
- Skill in using telephone, computer, fax machine, copier and other general office equipment.
- Ability to use Word, Word Perfect, PowerPoint, Excel or any other software applicable to the organization
- Ability to prioritize and plan work daily.
- Ability to type data entry quickly and accurately.

- Ability to communicate both verbally and in writing; ability to create effective working relationships with employees and the public and to maintain confidentiality.

**TOOLS & EQUIPMENT USED**

- Personal computer, including word processing, spreadsheet and database software; phone; copy and fax machine, and other equipment pertaining to this position..

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit and talk or hear; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is regularly required to walk.
- The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- Work is performed primarily in an office setting. The noise level in the work environment is usually quiet.

DEPT/DIVISION APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

EMPLOYEE'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

H. R. DEPT. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

\*Essential functions of the job.