

CITY OF HAYWARD

COMMUNICATIONS AND MARKETING OFFICER
(Unclassified Position)

DEFINITION

Under general direction, serves as the key strategist for the City's overall brand and public image; utilizes a variety of innovative tools and mechanisms to implement marketing, public relations and media outreach activities for the City; plays a key role in implementing the City's economic development strategy and supporting activities; provides support to senior management staff and the City Council in the strategy and approach to public information/relations activities; leads the City's team to develop and implement the City's online and social media presence and interactive outreach strategy; and performs other duties as required.

DISTINGUISHING CHARACTERISTICS

This is a professional journey-level class and it is expected that the incumbent will perform the full range of duties for this class independently and without close supervision. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise. Adequate performance at this level requires knowledge of municipal government and public information/relations related policies and procedures, a working knowledge of the latest in outreach strategies and technologies, and in-depth experience with the use of social media. The incumbent in this position will have responsibility for developing and implementing communications and media relations policies and procedures; establishing and coordinating relations between the City and traditional news media, as well as on-line and interactive media; and will design and develop the City's public-facing image.

SUPERVISION RECEIVED

Receives general direction from the City Manager or designee.

SUPERVISION EXERCISED

Responsibilities may require technical and functional supervision of lower level staff.

ESSENTIAL DUTIES

Duties may include but are not limited to the following:

Develop and implement an integrated strategic communication plan to advance the City's brand identity and broaden awareness of its programs, priorities and accomplishments; Ensure communication strategies are consistent with the City's strategic plan and vision.

Plan, organize and direct the City's civic engagement, media relations, internet/intranet, government relations and advocacy, neighborhood services, special events, film permitting, and public information activities, including developing and implementing internal and external

communications strategic plans.

Prepares communication content in newsletters, news releases, City website, and electronic communications; prepares speeches, scripts, responses and related materials for public information purposes to strengthen and promote the City's identity.

Develops and coordinates the City's social media strategy, policies and presence; develops unified City-wide presence and messaging for web-based or social media communications.

Establishes and develops positive working relationships with news media, civic organizations and other community groups.

Receives inquiries from media representatives regarding City business and activities; performs necessary research and formulates responses; provides draft responses for management review as necessary.

Gathers and prepares information regarding City business and activities for news release to media; contacts appropriate media representatives and arranges for news releases.

Composes text for brochures, publications and other written or visual media materials; designs and coordinates production of such materials and distributes accordingly.

Develops and prepares standard information releases for use in emergencies or disasters; maintains related systems, logs and files.

Responds/reports to Emergency Operations Center in the event of emergencies or disasters and assists in acquiring, organizing and delivering risk communications and information.

Assists management staff and elected officials in preparing public presentations and other outreach materials and organizational communications and messages.

Recommends policies and procedures pertaining to assigned responsibilities.

May represent the City before civic and community groups in disseminating public information; may arrange and conduct tours.

Provides responsible customer service functions to include: developing appropriate communications, methods, and techniques for a variety of on-going and special projects; serves as the City Manager's liaison to customers, consultants, other City departments, and the general public; provides professional guidance with respect to Department policies and procedures.

Explains City regulations, rules, programs, and technical reports to the public.

Represents the Department and the City to outside agencies and organizations; participates in outside community and professional groups and committees; provides technical assistance as necessary.

ESSENTIAL DUTIES (continued)

Prepares correspondence, reports and other documents; maintains records.

Performs related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles, practices and methods of public relations and community outreach.

Principles and practices of communication methods, marketing strategies and techniques, including media outlets and social media.

Latest technologies and mechanisms for social media and interactive outreach, including familiarity with Web 2.0 technologies and strategies.

Web-based communications tools and approaches.

Principles and practices of effective citizen engagement and outreach in a technology-based society.

Graphic design methods and use of current design and publication software.

Operational characteristics, services and activities of a City Manager's Office and local government.

Principles and practices of public government, organization and administration.

Principles of business letter writing and report preparation.

Applicable federal, state and local laws; City and departmental regulations, codes, policies and procedures, including public records request and freedom of information.

Modern office practices, methods and computer applications related to the work.

English usage, grammar, spelling, vocabulary, and punctuation.

Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Techniques for providing a high level of customer service to public and City staff, in person and over the telephone, written or electronically.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued)

Ability to:

Develop and implement outreach, marketing, and communications strategies.

Utilize the latest technologies (e.g. social media and Web 2.0) to effectively engage citizens and market the City.

Creatively leverage technology to implement the City's marketing and outreach strategies.

Utilize marketing and branding techniques to enhance the City's economic development activities.

Plan, coordinate and manage media relations and outreach and public information programs and projects.

Design, prepare and distribute brochures, publications and/or other written or visual media material.

Develop and recommend creative ideas to enhance public outreach and delivery of information.

Communicate clearly and concisely, both orally and in writing.

Interpret and explain pertinent City policies and procedures.

Establish and maintain effective working relationships with those contacted in the course of work.

Make effective public presentations in routine and emergency situations.

Interpret and apply City and department policies, procedures, rules and regulations.

Develop, write and produce effective communication materials using a variety of media.

Exercise sound independent judgment within established guidelines.

Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

Operate modern office equipment including computer equipment and specialized software applications programs.

Identify and take appropriate action when unusual operating problems occur.

Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.

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:

Experience: Three (3) years of professional level experience in journalism or public relations, which included the development of publications and/or news releases and working with media representatives. Experience with the latest web-based outreach and engagement technologies and interactive media (e.g. Web 2.0) is critical.

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major work in Journalism, Public or Media Relations, Social and Interactive Media or a closely related field.

Licenses and Certificates: Possession and maintenance of a valid California Class C Driver License.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; to grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; walk, stand, crouch, reach, twist, turn, kneel, bend, squat, stoop and safely lift and move equipment and materials weighing up to 35 pounds; converse by telephone, by email, in person, and to small or large groups and be clearly understood; read and comprehend legal, technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner; and safely drive to various locations throughout the City and State to travel to fulfill assigned duties. Essential functions must be performed with or without reasonable accommodation.

1103CS12

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AAP Group:

FPPC STATUS:

FLSA STATUS: