

CITY OF JONESBORO

Communications Director

Job Description

Exempt: Yes
Department: Mayor's Office
Reports To: Mayor
Location: Municipal Complex, Jonesboro AR
Date Prepared: November 18, 2014
Date Revised: November 21, 2014

GENERAL DESCRIPTION OF POSITION

The incumbent is responsible for overseeing the City's internal and external communications, including providing public information, media design and production, web site maintenance, marketing and advertisement to enhance citizen engagement and increase awareness of City activities and success. The incumbent is responsible for research, reports and recommendations on administrative policies, intergovernmental matters and special projects as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Direct the city's media relations for City activities, to include fielding and responding to requests from news organizations, cultivating relationships with members of the news media and responding to Freedom of Information Act requests from media. This duty is performed as needed.
2. Oversee the operations, staff and strategic use of the city's in-house, full service television station and media production studio. This duty is performed daily.
3. Responsible for the development and implementation of high-quality communications and marketing programs. This duty is performed as needed.
4. Manage the development, distribution, and maintenance of all printed and electronic material, including, but not limited to newspapers, brochures, social media channels and City of Jonesboro's web site, including, but not limited to, newsletters, brochures, and City of Jonesboro's Web site. This duty is performed daily.
5. Management special projects such as conferences, summits and special meetings. This duty is performed as needed.
6. Develop an annual strategic communications plan that includes enhancements to digital media and other marketing channels to increase community engagement and awareness. This duty is performed annually.
7. Prepare speeches, correspondence, special reports or studies as needed. This duty is performed as needed.
8. Perform any other related duties as required or assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Broad knowledge of such fields as accounting, marketing, business administration, finance, etc. Equivalent to a four year college degree, plus 2 years related experience and/or training, and 1 to 6 months related management experience, or equivalent combination of education and experience.

COMMUNICATION SKILLS

Ability to write speeches and articles for publication that conform to prescribed style and format; Ability to effectively present information to top management, public groups, and/or boards of directors.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS

Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Advanced: Presentation/PowerPoint

Intermediate: Database, Spreadsheet, Word Processing/Typing

Basic: 10-Key, Alphanumeric Data Entry

INITIATIVE AND INGENUITY

SUPERVISION RECEIVED

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

PLANNING

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work, in addition, the work operations of a group of employees, all performing basically the same type of work.

DECISION MAKING

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance, either of which would affect the work operations of large organizational component and the organization's clientele.

MENTAL DEMAND

Close mental demand. Operations requiring close and continuous attention for control of operations. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

ANALYTICAL ABILITY / PROBLEM SOLVING

General oversight. Activities covered by general organizational philosophy and objectives. Solving problems in novel, non-recurring or swiftly changing situations in which the approach is not fully defined. Guidance by top executive officer or business owner.

RESPONSIBILITY FOR WORK OF OTHERS

The level of direct supervisory responsibility for the assignment of job duties, training, leadership, guidance, needs of employees, hiring, terminating and/or direction of the effort of others. Scoring will depend upon the number and classification of people normally supervised or directed, and the scope of complexity of the operations involved in the supervisory responsibility. (Job classification which involves no supervision will not be assigned a point value for this factor.)

Supervises a small group (1-3) of employees in the same or lower classification. Assigns and checks work; assists and instructs as required, but performs same work as those supervised, or closely related work, most of the time. Content of the work supervised is of a non-technical nature and does not vary in complexity to any great degree.

Supervises the following departments: None

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities may include but not limited to interviewing, hiring and training employees; planning, assigning and directing work; appraising performance, rewarding and disciplining employees; addressing complaints and resolving problems.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Regularly responsible for property where carelessness or error would result in only minor damage or minor monetary loss. Almost continuous care and attention is required when handling this property in order to prevent loss.

ACCURACY

Probable errors would normally not be detected in succeeding operations and could possibly affect organization-patron relationship, involve re-work, or additional expenditures in order to properly resolve the error. The possibility of such errors would occur quite frequently in performance of the job. May also cause inaccuracies or incomplete information that would be used in other segments of the organization as a basis for making subsequent decisions, plans, or actions.

ACCOUNTABILITY

FREEDOM TO ACT

Generally controlled. General processes covered by established policies and standards with supervisory oversight.

ANNUAL MONETARY IMPACT

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, savings from new techniques or reduction in manpower.

None. Job does not create any dollar monetary impact for the organization.

IMPACT ON END RESULTS

Modest impact. Job has some impact on the organizations end results, but still from an indirect level. Provides assistance and support services that facilitates decision making by others.

PUBLIC CONTACT

Regular contacts with patrons, either within the office or in the field. May also involve occasional self-initiated contacts to patrons. Lack of tact and judgment may result in a limited type of problem for the organization.

EMPLOYEE CONTACT

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Regular use of highly complex machines and equipment; specialized or advanced software programs.

WORKING CONDITIONS

Periodically exposed to such elements as noise, intermittent standing, walking, occasionally pushing, carrying, or lifting; but none are present to the extent of being disagreeable.

ENVIRONMENTAL CONDITIONS

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

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

PHYSICAL ACTIVITIES

The following physical activities 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 and expectations.

High diversity, low physical. Work activities which allow for considerable amount of diversity as an incumbent performs a variety of tasks. Such tasks might be performed from a given work area, or the individual may move about physically in performing a variety of duties.

While performing the functions of this job, the employee is continuously required to sit, talk or hear; regularly required to use hands to finger, handle, or feel; frequently required to stand, walk, reach with hands and arms; and occasionally required to climb or balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision; color vision; depth perception; and ability to adjust focus.

ADDITIONAL INFORMATION

Not indicated.