



CITY OF CHINO

Communications Manager

Definition:

Under general direction, manages, plans, and executes information dissemination, public relations activities, website and municipal cable television channel content, media relations and general communication regarding events, operations, and programs of the City; and performs related work as assigned.

Class Characteristics:

The Communications Manager works independently under the general direction of the City Manager, overseeing a broad range of responsibilities for public relations and communication related to all City services and activities.

Essential Functions:

- Serve as a key spokesperson and representative for the City Manager, answering inquiries from the community, media, organizations, etc.
- Manage all City's community media relations; implement and update a strategic communication plan to effectively support the City's image.
- Act as the City spokesperson during emergency operations and other media events, including acting as the Public Information Officer for the Chino Police Department at the scene of police emergencies, as needed and/or as directed by the Professional Standards Lieutenant.
- Conduct special projects or be assigned to assist departments at City Manager's request.
- Maintain regular media contacts and keep them informed of issues and events of importance to the City.
- Supervise and participate in the work of staff involved in community relations and outreach.
- Research, prepare, edit, and disseminate public information, news releases, promotional flyers, newsletter, brochures, and press kits.
- Advise and train City Council Members and City management on appropriate and effective ways to convey City messages and provide information on programs and activities.
- May coordinate and assist with the preparation and respond to correspondence received by the City Council.
- Design, write, prepare layout, and take photographs for the City newsletter.
- Act as an event manager for City events such as the Mayor's State of the City address, the Annual Volunteer Recognition Dinner, the Employee Holiday Luncheon, park dedications, photo opportunities, and groundbreaking ceremonies.
- Interpret, administer, and monitor franchise agreements and related ordinances.
- Direct the operations of the Municipal Cable Television Channel, and consult and provide technical support to other City departments and community organizations on cable production issues.

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- Supervise and participate in programming activities for the Municipal Cable Television Channel to ensure quality and compliance with the Federal Communications Commission's regulations.
- Receive and respond to complaints regarding cable services.
- Coordinate electronic information needs; oversee the content, design, and layout of the City's website; and make updates to the website on a regular basis.
- Interact with co-workers at all levels in the organization in a collaborative and customer service-oriented manner.
- Maintain prompt and regular attendance.
- Perform all duties within the context of the City's Mission Statement and Organizational Values.

Qualifications:

Any combination of education and experience that provides the required knowledge, skills, and abilities to perform the essential job duties of the position is qualifying. The incumbent will possess the most desirable combination of training, skills, and experience, as demonstrated in his/her past and current employment history. A typical example includes:

Education:

- High School Diploma or G.E.D. (required).
- Bachelor's degree in public administration, business administration, journalism, communications, marketing, or public relations.

Experience:

- Five years of responsible public information, marketing, and public relations experience in public or private industry.

Thorough knowledge of:

- Principles of public administration, including the specialized areas of statistics, administrative research and analysis, and program planning.
- Municipal organization and programs, local government relationships, and community relations.

Considerable knowledge of:

- Methods, resources, and operations of telecommunications.
- Operation of audio and video equipment.
- Organizational structures of government.
- Technical and non-technical public affairs, local, county, state, and federal laws.
- Municipal ordinances and franchise agreements.
- Techniques for successful event management.
- Public management and administration.

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- General local government functions, issues, and operations.
- Data collection and analysis techniques.
- Municipal budgeting processes.
- Data processing systems/applications.
- Office management.
- Principles and practices of supervision.

Ability to:

- Plan and schedule work, set priorities, and monitor work progress.
- Select, train, supervise, and evaluate employees.
- Communicate clearly and concisely, both orally and in writing.
- Make independent decisions regarding operational and personnel functions.
- Operate programs within allocated amounts.
- Act as spokesperson for the City during television, radio, and newspaper interviews and other public speaking engagements.
- Deal tactfully and courteously with internal and external customers.
- Respond to emergency and problem situations in an effective manner.
- Understand, explain, and apply policies and procedures.
- Analyze organizational, administrative, and technical problems/situations, adopt effective course(s) of action, and resolve them through application of management principles and practices.
- Develop and implement positive public relations and informational programs.
- Develop comprehensive plans to meet future City needs/services.
- Represent the City and/or Department in a variety of meetings.
- Operate a computer and utilize a variety of software programs.
- Have working knowledge of social media outlets.
- Deal constructively with conflict and develop effective resolutions.
- Plan and enforce a balanced budget.
- Interpret financial statements and cost accounting reports.
- Establish and maintain effective relationships with the community at-large, the City Council, public officials, boards, agencies, citizen groups, and volunteers.
- Handle confidential matters with discretion.
- Respond and work during non-business hours.

Special Requirements:

- Possess a valid Class C California Driver License and a satisfactory driving record.
- Work a varying schedule including weekdays, weekends, evenings and special events.
- Receive satisfactory results from a background investigation, a physical examination, which includes a drug screen, and an administrative review.

Physical Profile:

Category I

Link to description [here](#)

Employee Unit:

Unrepresented Management

Revised: 07/01/18

Replacing Public Information Officer/Special Projects classification specification dated 07/01/18