

City Of Dunedin, Florida
Class Description

JOB TITLE: Director of Communications
Communications Department

GENERAL STATEMENT OF JOB

Under administrative direction, plans, directs and supervises the various functions of the Communications Department to promote the City of Dunedin and keep residents, the media and the general public informed about events in the City. Serves as Public Information Officer (PIO) for the City. Supervises all production aspects for operation of the City's Public Television station, City of Dunedin website, social media and Emergency Notification Services. This position is responsible for the strategic planning of the television channel programming, media operations, website management, equipment acquisitions, social media, public relations, as well as the production and maintenance of the City's website. Reports to the City Manager.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position.

Serves as the City's PIO for all media interactions; promotes the City and actively cultivates and manages press relationships to ensure coverage of issues of strategic importance to the City; disseminates public announcements and information about City projects.

Oversees the overall operation of the Communications Department. Scope of responsibility includes television programming, the City's website, social media, acquisition of equipment; schedules physical resources and personnel to meet production schedules; works with the Television Production Coordinator to plan video and multimedia projects and the television production and airing schedules.

Develops a strategic communications plan for the City, identifying challenges and emerging issues faced by the department and City; leads the execution of the plan.

Ensures the proper dissemination of public information in compliance with all applicable policies, procedures, laws and regulations; responsible for all aspects of City-related public information as it pertains to media relations, social media, and crisis

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communications.

Drafts press releases and ensures distribution through appropriate communication outlets.

Responds to public inquiries in a timely manner pertaining to the City via email, social media, phone, digital apps and/or online engagement tools.

Manages and implements the City's Social Media strategies and outreach, and the City website to deliver consistent, relevant public relations information; curates content to increase audience engagement on the City's social media channels.

Oversees the implementation and coordination of social media strategies through the use of a variety of engagement platforms such as Facebook, Twitter, YouTube, Granicus and other digital media tools.

Exercises judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.

Manages relationships with any communications-related vendors or consultants.

Oversees the operations of Dunedin Television, including recording and broadcast of live, televised public meetings; coordinates, writes, directs, produces, and broadcasts television programs and special video projects as needed.

Oversees project assignments, including pre-planning, script writing, producing, directing, post-production, scouting locations, interviewing, set-up, and field production.

Directs and supervises department and freelance personnel: supervisory duties include scheduling, training, assigning, reviewing and planning the work of others; maintaining standards, coordinating activities, allocating personnel, selecting new employees, handling personnel issues, including recommending disciplinary action, employee transfers, promotions and discharge. Supervises and trains department personnel and other staff on proper care and use of appropriate equipment.

Works with staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Develops and maintains the operating and capital budgets for the Communications Department; develops and implements Business Plan initiatives for the department; monitors and approves all expenditures including equipment acquisition.

Approves the purchase of technology equipment and software for the Communications department.

Coordinates and participates in communications, public relations, marketing, and

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information projects and activities with other City Departments, Government Agencies, Committee Groups, Contractors, Consultants and Community Organizations as necessary.

Oversees the City's Emergency Notification System.

Responds to inquiries from the public and maintains a good working relationship with interdepartmental City staff and other private or public professionals.

Prepares and compiles data for a variety of reports, records, and correspondence as needed. Performs video documentation of crisis preparation and recovery operations of city employees.

Coordinates outreach through newsletters, at community events, and via other forms of communication outreach.

Attends meetings of the City Commission, civic groups, Boards & Committees, and additional meetings as requested.

Stays up-to-date on the latest developments in online technology and community outreach/citizen engagement tools.

ADDITIONAL JOB FUNCTIONS

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

Performs administrative duties such as contracting for services and purchasing/bidding, and personnel functions to include interviewing, hiring, payroll, staff meetings, etc.

Maintains an accurate media contact database.

Acts as the City Liaison to the Public Relations Action Advisory Committee.

Performs routine office work as required, including but not limited to answering the telephone, typing reports and correspondence, copying and filing documents, assisting customers, recording/retrieving data on computer, etc.

Performs other related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's Degree in Communications or a related field, supplemented by a

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minimum of five years' experience in a communications role, and three of which have been in a supervisory capacity. Certification as Public Information Officer is required. At least two years of experience in television and video production, website and social media management.

Experience managing and executing across several communications media is required, as well as experience with Microsoft Office Suite. Experience with Adobe Creative Suite, HTML or other website design software. Proven experience in effective public speaking and communicating with the media is required.

An equivalent combination of education, training and experience that provides the required knowledge, skills and abilities may be considered.

SPECIAL REQUIREMENTS

Must possess a valid Florida driver's license.

This is a Category A position for the purposes of Emergency Management. Employees in this category may be assigned to work a variety of schedules, including compulsory work periods in special, emergency, and/or disaster situations. Category A employees are required to stay on premises during a declared state of emergency, or as otherwise mandated.

PERFORMANCE INDICATORS

Knowledge of Job: Has a thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential duties of the Communications Department. Knowledge and understanding of the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Possesses a working knowledge of methods used in video production, television broadcasting, and post-production. Knowledge of proper English usage, grammar, vocabulary and spelling. Strong oral and written communication skills are required. Ability to react professionally at all times, dealing with sensitive situations; ability to deal with public relations problems effectively, courteously, and tactfully. Is able to communicate clearly, concisely, and accurately through verbal, written and visual presentation. Good computer skills, with the ability to learn new software related to communications quickly. Ability to prioritize and follow through effectively. Ability to provide leadership and supervision as required. Possesses the ability to plan, organize and prioritize daily assignments and work activities. Ability to read and interpret complex materials pertaining to the responsibilities of the job. Ability to assemble and analyze information, and make oral and written reports and records in a concise, clear and effective manner. Ability to promote a culture of high performance and continuous improvement that values learning and a commitment to quality. Clearly

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understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work. Must be able to speak, write and understand English.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to review, classify, categorize, prioritize and /or analyze data and/or information. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

Human Interaction: Requires the ability to provide guidance, assistance and/or interpretation to others on how to apply procedures and standards to specific situations. Must be a capable leader, manager and coach. Ability to maintain effective relationships with personnel from other departments, professionals and members of the public and media through contact and cooperation.

Equipment, Machinery, Tools and Materials Utilization: Requires the ability to use, operate and/or handle various types of audio-visual equipment such as cameras, switchers, mixers, lighting and camera supports. Knowledge of and skill in the use of modern office equipment including computers, copier, calculator, telephone, hand tools, etc.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

Verbal Aptitude: Requires the ability to use a variety of reference, descriptive, advisory and/or design data and information.

Functional Reasoning: Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Ability to take the initiative to complete the duties of the position without the need for direct supervision.

Situational Reasoning: Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against measurable or verifiable criteria.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert a small amount of physical effort,

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typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds). Some tasks require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

Sensory Requirements: Some tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Tasks involve occasional exposure to adverse weather conditions, temperature extremes, wetness/humidity, smoke/dusts/pollen, electric currents, noise extremes, vibrations, machinery hazards.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.


Jennifer K. Bramley, City Manager

2/28/2020
Date