



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
**COMMUNICATIONS MANAGER
(MEDIA RELATIONS)**
COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for the development and communication of a variety of public information and media relations programs, services and activities designed to keep the public informed of the City's programs, accomplishments and position on current issues and to promote the good will of the organization. Reports to the Director of Communications.

ESSENTIAL JOB FUNCTIONS

Serves as City spokesperson and coordinates media relations; responds to media inquiries on routine, sensitive, controversial, and emergency matters; coordinates news conferences; develops and issues press releases, fact sheets and other informational materials; serves as a resource for and assists departments with media inquiries; monitors news coverage of city activities, programs, policies and actions.

Responsible for the effective supervision and administration of media relations services to include budget preparation and monitoring expenditures, staff development and training, succession planning, performance management, employee relations, prioritizing and assigning work and related activities.

Coordinates and assists with responses to Freedom of Information Act (FOIA) requests from the media and from the public, working in concert with the City Attorney's Office and other City Departments.

Plans, researches, develops, coordinates and implements programs, events, strategies and activities to promote a positive image of the City and to keep the public informed of City programs, events, activities and accomplishments; utilizes available resources and best practices for communicating City events and information to the public.

Responsible for the development, layout, and design of various community relations materials. Utilizes various computer applications including word processing, spreadsheets, databases, media applications, graphic design and print production in support of research activities, presentations or other communications efforts. Responsible for coordinating, developing, and updating the City Manager's web site and content of the City's home page.

Interacts with City Councilmembers and other elected officials, department heads, professional and technical staff, community groups, other government agencies, businesses, and other sources to obtain or provide information; develop materials for presentations, and prepares speeches for City and elected officials.

Provides staff support and serves as a liaison to government and community committees as necessary; serves as a member of the City Communications Team and the Information Technology Egov team. Leads and directs the Emergency Operations Center Public Information Officer Team (EOC PIO Team) during times of EOC activation and throughout the year for training and exercises. Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Media Relations and Communications - Considerable knowledge of the principles, techniques and methods of media/public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity techniques. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Supervision - Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.
- Customer Service - Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services and evaluation of customer satisfaction.

REQUIRED SKILLS

- Critical Thinking - Using logic and reasoning to understand, analyze, and evaluate complex situations and research information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches.
- Interpersonal Relationships - Develops and maintains cooperative and professional relationships with employees and all levels of management to include representatives from other departments and organizations, as well as members of the media.
- Computer Skills - Utilizes a personal computer with word processing, spreadsheets, graphics programs, social media websites, and a variety of presentation media.

REQUIRED ABILITIES

- Communication - Excellent ability to communicate, orally and in writing, ideas and proposals effectively to diverse audiences to include preparing and presenting a wide variety of related public relation materials. Excellent ability to synthesize and clearly articulate complex information and ideas presented verbally and in writing. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- Coordination of Work - Ability to establish and implement effective administrative programs and procedures. Ability to plan and organize daily work routine and establish priorities for the

completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.

- Accounting and Budgeting – Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and basic accounting principles and practices in the analysis and reporting of financial data.

EDUCATION AND EXPERIENCE

Requires any combination of education and experience equivalent to Bachelor's Degree in Public Relations, Journalism, Communications, English, Marketing or a related field and 5 - 7 years of directly related experience in media relations, communications, marketing or public relations, including 2-3 years of supervisory experience.

ADDITIONAL REQUIREMENTS

Acceptable general background check to include a local and state criminal history check and a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.