



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION DIRECTOR OF COMMUNICATIONS COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
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GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for providing strategic guidance and oversight to a centralized team of media, communications, and multimedia service professionals; creating and administer the City communication plan to promote City initiatives, foster a culture of engagement, maximize communications resources, and ensure a unified city message. Reports to the City Manager.

ESSENTIAL JOB FUNCTIONS

Provides leadership and strategic direction for determining priorities, goals and objectives to ensure City communications are current, accurate, effective, and timely; ensures appropriate dissemination of information from all City departments and services. Responsible for oversight of the City's 311 Communications Division, Newport News Television programming, and all media communications through various print, internet and social media sources.

Plans, organizes and coordinates complex project activities including the development and execution of a comprehensive Communications Plan by coordinating with other departments, senior management, and staff; scheduling media activities, informational meeting or conferences with community leaders and elected or appointed officials; coordinating public special events, comprehensive informational campaigns and other promotional, educational, or communications strategies to support major city initiatives and build community awareness.

Establishes, implements and evaluates internal systems to effectively meet operating goals and objectives. Develops and evaluates policies and procedures to effectively carryout departmental operations; promotes staff collaboration, innovation and critical thinking in developing solutions and approaches to departmental issues. Responsible for effective employee relations, diversity and staff development; oversees and performs employee evaluations; administers human resources policies and procedures; determines appropriate personnel actions.

Responsible for overall management of the department; including budget research, development, preparation and budget monitoring to ensure cost effectiveness. Ensures that purchasing and financial transactions are properly conducted in accordance with City administrative policies and procedures.

Develops proposals and reports and related issues and presents recommendations to City Management, City Council and to other groups. Responsible for coordinating with City Manager planning related items for placement on City Council Agenda; ensures reports, studies, and plans are appropriately processed in accordance with federal, state, and city laws and ordinances.

Evaluates, assesses and makes recommendations to City Manager and City Council with respect to various operational and financial analyses, conclusions and findings related to equipment, software or staffing needs for 311 operations, NNTV or other operations related to the Communications Department.

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.
- Public Administration - Thorough knowledge of government policies specifically related to strategic planning, organizing, directing, and coordinating local government operations.
- Management of Personnel – Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train and evaluate the work of assigned staff. Knowledge of personnel recruitment, selection, and the use of personnel information systems.
- 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.
- Technology – Knowledge of current trends and practices related to the use of technology in municipal auditing and related activities.

REQUIRED SKILLS

- Performance Management – Monitoring and assessing performance of other individuals and the organization to make improvements or take corrective action. Motivating, developing, teaching and directing people as they work, identifying the best people for the job.
- Critical Thinking – Using logic and reasoning to understand, analyze, and evaluate complex situations and then to research information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to the situation.
- Judgment and Decision Making – Evaluating the best method of research and then exercising appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- Interpersonal Relationships – Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations. Shares knowledge with staff for mutual and departmental benefit.

REQUIRED ABILITIES

- **Coordination of Work** - Ability to establish and implement effective administrative and management programs and procedures. Ability to plan and organize daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Implements work activity in accordance with priorities and estimated schedules. Performs a broad range of supervisory responsibilities over others. Highly developed ability to evaluate plan alternatives in relation to trends, costs, and social pressures and needs.
- **Communication** - Excellent ability to communicate complex ideas and proposals effectively so others will understand to include preparation of reports, development of vehicle and equipment specifications, and policies. Excellent ability to listen and understand information and ideas. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- **Accounting and Budgeting** – Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of financial data.

EDUCATION AND EXPERIENCE

Requires a Bachelor's Degree in Business Administration, Communications or related field 10 years of progressively responsible management experience with a local government or large corporate public communications, and 5 -7 years of supervisory experience, or an equivalent combination of education and experience. Master's Degree Preferred.

ADDITIONAL REQUIREMENTS

An 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.