Job Description

Job Title:	Director, Marketing / Communications	Classification:	Unclassified
Department:	Communications	Grade:	N40
Occupational Group:	Leadership	FLSA:	Exempt
Status:	Full-Time	Supervisory:	Yes

Primary Purpose

To plan, coordinate and manage all activities of the City's public information and civic engagement program, which includes marketing efforts of the City; dissemination of information to the public and media concerning the City's programs, policies, and issues; programming for the government access channel, and other forms of media; event coordinator for special events; tracking and resolution of citizen's service requests; and the design, development, and implementation of civic engagement strategies and programs.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Under general supervision of the City Manager or his designee; supervises assigned department staff to coordinate efforts and review and ensure work is completed in a timely and effective manner.
2. Serves as the principal advisor to the City Manager and other city officials, as well as other departments, on matters related to the dissemination of information to the public and media concerning the City's programs, policies, and issues.
3. Plans, coordinates, and directs personnel in the activities of the Communications Office, including service requests, government information channel, special events and programs, news releases, the City's website, and other forms of media.
4. Serves as liaison and assists in the communication between the City Council, City Manager, and other City officials, the media, citizens, or public interest groups. Leads and guides cross-departmental communication teams.
5. Designs, develops, and implements civic engagement strategies and programs to increase citizen participation and, ultimately, trust in City government. Develops mechanisms to measure and track levels of civic engagement over time.
6. Provides coordination for Citizen Service Requests, including working with other city departments to respond to complaints or requests for information; providing status reports of service requests and resolutions; and identifying local community resources and service agencies that may provide assistance to concerned citizens.
7. Develops news releases, informational pamphlets, fact sheets, etc., conducts news conferences, and uses social media and other tools to present the City's views and inform the public. Serves as executive producer for the government information channel, and other media to provide programming and public information.
8. Determines the method and media most suitable to reach concerned or affected citizens, explain City policies and positions, and promote awareness or understanding of City programs and services.
9. Serves as managing editor for the City's monthly employee newsletter, and oversees the content, design and development of the City's website.
10. Coordinates and oversees the design, development, and implementation of employee and citizen surveys.
11. Attends Council, board or community meetings and presents programs, explains policies or procedures, answers questions, etc. on behalf of the City of Joplin.
12. Works in collaboration with community and governmental public information officers and civic marketing professionals to maximize financial and collaborative resources.

13. Performs Emergency Communications functions for weather or disaster emergencies and represents the City as its public information officer at Emergency Operations Centers or Field Command Centers.
14. Addresses employee performance concerns in compliance with established policies and procedures. Participates in the disciplinary process by ensuring due process is provided in accordance with the City's policies and procedures, conducts fact-finding hearings when appropriate, recommends the appropriate discipline in consultation with Human Resources, and presents a recommendation for disciplinary action to the City Manager prior to issuing the approved disciplinary action.
15. Receives critical input from appropriate supervisors and managers before making final hiring or promotional decisions. Ensures departmental hiring and promotional processes are conducted in coordination with and approved by Human Resources. Verifies budgetary approval before proceeding with recruitment or promotional processes and implementing the final hiring decision.
16. Develops the Department's annual budget requests, with input from appropriate staff, to provide necessary programs and services for the community as approved by the City Manager's office. Reviews and approves expenditures for non-personnel costs, to ensure spending is minimized and services are maximized throughout the fiscal year. Ensures departmental purchases comply with the City's purchasing policies and procedures and are authorized in the budget.

Other Duties

- Travels frequently to off-site locations for special events, community, and government meetings, as well as other city business. Attends seminars, workshops, conferences, and other training for professional development purposes.
- Coordinates responses to requests for information and services from the City Council and the public; prepares correspondence for the Mayor, City Council, and City administrative offices.
- Conducts special projects as assigned.
- Attends and participates effectively at Leadership Team meetings and departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Principles, techniques and objectives of public relations as applied to municipal government; current English language usage and journalistic styles, both print and broadcast; regulations, procedures and services of municipal departments and agencies; graphic design principles, typography and layout techniques; audio-visual equipment and its uses; effective internet usage principles, television programming and video equipment use, web and social media tools and effectiveness of use, civic engagement strategies and tools.
Microsoft Office Suite.
Skill in: Establishing and maintaining effective working relationships with State, Federal, and other local officials, elected officials, media contacts, business/industry officials, and City residents; analyzing and resolving problems arising regarding City programs, services, and functions; understanding and interpreting complex laws, rules, regulations, policies, guidelines; following oral and written instructions; assertiveness in handling administrative responsibilities; creating oral and written reports, press releases, letters to citizens, speeches, project analysis reports, and related communication; managing effective communication strategies during emergency situations; Microsoft Office Suite
Education: Graduation from an accredited college or university with a Bachelor's Degree in Public or Business Administration, Public Relations, Communications, Journalism or a related discipline.

Experience: Five years full-time communications experience which includes supervisory and/or managerial experience. Local government experience at the Director or Assistant Director level preferred.
Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date:	Type of Change: New Position
Revision details: New position through Use Tax and relevant Action Plans.	