SANDY CITY
APPROVED CLASS SPECIFICATIONS

I. Position Title: Communications Manager

Revision Date:	3/06
EEO Function:	Financial Admin.
EEO Category:	Professional
Status:	Exempt (Admin.)
Control No:	30110

II. Summary Statement of Overall Purpose/Goal of Position:

Under the direction of the Assistant Chief Administrative Officer, or his/her designee, performs various projects relating to communications, public relations, intergovernmental relations and legislative affairs. Assists the Administration Department in promoting city operations and services to the general public.

III. Essential Duties

- Serves as the recognized Public Information Officer for the City, in cooperation with assigned department communication specialists.
- Works with City departments to assure consistency and uniformity in messages to media outlets
- Prepares the monthly community newsletter, including content development and management, layout, editing and publication.
- Maintains the city Internet home page, including content development and management, layout, editing and publication.
- Prepares news releases, coordinates press conferences and media events, and other special City events in cooperation with designated staff.
- Develops communication tools, for example, flyers, fact sheets and surveys, as deemed necessary.
- Works to develop positive media exposure among local and national media outlets.
- Writes letters and position statements, as requested by the Mayor and Administration.
- Collects pertinent information through research, audits, surveys, etc.

IV. Miscellaneous Duties

- Perform other duties as assigned.
- As requested by the Mayor and Deputy to the Mayor, assists staff with legislative affairs, including representing City issues before the State Legislature.

V. Qualifications:

Requirements: Valid Utah Driver's License is required.

Education: Bachelors' degree in public administration, business, communications, public relations or related field. Strong writing and web development skills preferred.

Experience: Four years related work experience with progressively increasing responsibilities; may substitute an equivalent combination of education and experience.

Probationary Period: A one-year probationary period is a pre-requisite to this position.

Knowledge of: Public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; computer software including word processing, desktop publishing and web development.

Responsibility for: Working with departments on public relations efforts and programs; choosing the proper type of communication medium to present information to the Mayor's Cabinet, the City Council, citizens and media outlets. Management and oversight of the city's web page, cable channel and newsletter

Communication Skills: Ability to professionally furnish and obtain information from other departments; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgement; requires well developed sense of strategy and timing; constant contact with the public, including the media, presenting information that may influence important decisions; frequent contacts involving the carrying out of programs and schedules; influencing of others to obtain the desired results.

Tool, Machine, Equipment Operation: Requires regular use of a personal computer, printer, copier, and telephone system.

Analytical Ability: Communicate effectively verbally and in writing; prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations.

VI. Working Conditions:

Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation, or contract rights to any person or persons. this updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.