

DIRECTOR OF COMMUNICATIONS

SUMMARY: Under general direction, this position will oversee communications activities that promote, enhance, and protect the City's brand reputation, will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the City and its leadership, will be responsible for the City's integrated communications products and services in all City departments including: newsletters, flyers and other print publications; web, e-news, social media and other online communications; media and public relations; and marketing, and will ensure uniformity and a cohesive brand across all communications efforts. The incumbent will strive to create and maintain positive awareness about the City among all constituents and will successfully meet the demands of a variety of internal departments through a centralized, cohesive marketing effort. The incumbent of this position will have a key leadership role to raise the City's profile through strategic marketing and PR communications and emphasize the quality of City services. This position reports and serves at the pleasure of the Mayor.

ESSENTIAL FUNCTIONS: *(Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

DUTIES AND RESPONSIBILITIES: *(Which are not in any hierarchical order)*

1. Working closely with the City's leadership team, the Director of Communications will define strategic positioning for the City of West Palm Beach, portraying a consistent, recognizable, and positive public image on local, regional, and national levels.
2. Oversee the development and implementation of proactive media outreach programs across all departments to print and electronic media outlets locally, regionally, and nationally.
3. Oversee the development and implementation of the City's marketing efforts.
4. Oversee external communications (flyers, posters, newsletters, email, etc.) from all City departments to ensure a consistent format, branding standard, and message.
5. Supervise the staff of the City of West Palm Beach TV 18.
6. Oversee all communications between City staff and members of the news media.
7. Oversee the writing, design, and production of all City print and electronic publications, including monthly newsletters, event publicity flyers and ads, and prepared articles among numerous other publications.
8. Oversee the development and implementation of the City's online and electronic media efforts, including the Web site, electronic communications, social media and audio-visual productions, among other efforts.
9. Serve as the main spokesperson for the City and as point-of-contact with media representatives.
10. Monitor all media coverage of the City and evaluate quality and scope of coverage to ensure it is supportive of the image of the City.
11. Represent the City at official functions in the community.
12. Assume additional responsibilities as delegated by the Mayor and/or administration

KNOWLEDGE, SKILLS AND ABILITIES: *(Based on area of assignment)*

- Excellent interpersonal and writing skills, competent photographic skills, strong computer skills, good public speaking ability, and self-motivation.
- Ability to operate as an effective tactical as well as strategic thinker.
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance the City's mission and goals.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills.
- Ability to influence and engage direct and indirect reports and peers.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.

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- Creative and thoughtful on how new media technologies can be utilized.
- Self-reliant, good problem solver, results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical administration initiatives.
- Demonstrated written, oral, interpersonal, and presentation skills.
- Ability to effectively interface with senior management and staff.
- Ability to establish and maintain effective working relationships with those contacted in the course of work.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: While performing the duties of this job, the employee occasionally works in outside weather conditions, and rarely is exposed to wet and/or humid conditions, toxic or caustic chemicals. The noise level in the work environment is generally quite while in the office, and moderately noisy when in the field during public activity. The employee is frequently required to stand, walk, sit, talk, hear and use hands to manipulate, handle, feel or operate objects, tools, or controls and reach with hands and arms. The employee is occasionally required to climb or balance, stoop, kneel, crouch or crawl. The City of West Palm Beach promotes a drug/alcohol free work environment through the use of mandatory pre-employment drug testing.

MINIMUM QUALIFICATIONS: Bachelor's degree from an accredited college or university with a major in Journalism, Public Relations, English, Communications, Marketing, Advertising, Business or Public Administration or related field, and seven (7) years of experience in public relations/public information, communications, advertising, marketing, news writing or reporting, or any equivalent combination of experience required. A valid Florida driver's license is required. Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories, required.

A valid Florida driver's license is required. A valid driver's license from any state (equivalent to a State of Florida Class E) may be utilized upon application; with the ability to obtain the State of Florida driver's license within 30 days from day of appointment.