

MANAGER, COMMUNITY RELATIONS & MARKETING

NATURE OF WORK

This is highly responsible professional and supervisory work assisting the Director of Public Affairs in program development and implementation of community relations programs, marketing and Administrative Services.

An employee in a position allocated to this class is responsible for creating, planning and managing a variety of programs and personnel including Public Information, Publications, Special Projects, Marketing, Public Education Campaigns for Referendums and other special issues, Citizen Response, and Administrative and Board support. Work involves considerable exercise of independent judgment and initiative. Work is performed under the direct supervision of the Director of Public Affairs and is reviewed through conferences, periodic reports and achievement of established goals.

EXAMPLES OF WORK

Establishes written goals for each staff member; writes performance evaluations based upon achievement of goals; issues counseling forms/disciplinary actions; handles employee complaints and grievances; recommends the hiring, termination and promotion of staff.

Develops and supervises implementation of annual public information/marketing work plan to communicate county-wide programs, public education campaigns, services and projects, incorporating media relations, publications, and special projects.

Develops, implements and supervises administrative services program and personnel for support of administration and Board.

Supervises the preparation and dissemination of responses to citizen requests and complaints.

Supervises the maintenance of various management information databases.

Prepares budget, based on Community Outreach and Administrative Services plans, for review and approval of Director of Public Affairs.

Coordinates various public information marketing and communications efforts ensuring consistency of image with other governmental entities.

Supervises staff and implementation of County-wide organizational improvement programs and associated activities such as surveys, Golden Palm Awards and Kudos.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Considerable knowledge of the principles and practices of public administration and community relations.

Considerable knowledge of principles and practice of management and supervision.

Considerable knowledge of the operations, practices and requirements of the media, both print and electronic, print and graphics production, event planning and management, and administrative and Board support services.

Considerable knowledge of marketing techniques and other communication philosophies and practicalities.

MANAGER, COMMUNITY RELATIONS & MARKETING - CONT'D**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES - CONT'D**

Ability to compile information and prepare detailed written reports.
Ability to communicate effectively, both orally and in writing.
Ability to manage multiple priorities and meet demanding deadlines.
Ability to establish and maintain effective and credible working relationships with elected officials, Administration, the Board, the media, the public and staff.

MINIMUM ENTRANCE REQUIREMENTS

Graduation from an accredited college or university with major course work in English, Communications, Journalism, Marketing and Management or a related field; five (5) years experience in an administrative or supervisory capacity with major emphasis on planning, organizing and implementing communications programs; working for or with the media; or any equivalent combination of related training and experience.

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