

JOB DESCRIPTION

JOB TITLE: Community Relations Manager
DEPARTMENT: Community Relations
REPORTS TO: Human Resources Director
Exempt level position EEO category 2

SUMMARY:

As part of the Administration Division, and under the direction of the Human Resources Director, the Community Relations Manager is a professional position responsible for developing, implementing, and refining comprehensive community outreach programs and strategies which advance the agency's mission, vision, and goals with key constituents and diverse external communities. An employee in this class is responsible for developing, writing and editing strategic communication materials, press releases and reports; managing and promoting the Community Relations Team and associated outreach; oversight of the agency logo and branding; and administration of the agency's public website and social media presence. This role also serves as the agency's public information officer (PIO). Additional duties include preparation and monitoring of the department budget, contract administration, and oversight of agency customer service initiatives.

ESSENTIAL FUNCTIONS:

Areas of focus and expertise include communications, public and media relations, community outreach, and social media management.

Provide strategic communications planning and recommendations to the executive leadership and management teams.

Create, edit and publish the agency "voice" in official communications, press releases, articles, and reports. Ensure consistent messaging within and concerning the agency and its services.

Manage and administer the South Sound 911 website, including oversight of content, the content management system (CMS), and design, including the site's CSS.

As the agency's social media subject matter expert (SME), implement and oversee the agency's social media strategy.

Manage, coach, and mentor the agency's Community Relations Team, coordinate and schedule assignments, promote the team's educational programs and campaigns, and support event efforts. Provide guidance/direction regarding appropriate and consistent messaging.

Prepare and design a variety of materials for release to stakeholder and community groups. Edit written and digital materials for accuracy, completeness, and format for intended audience.

Represent the agency at meetings, events, or other activities involving community/public relations, and on local, state and national E-911 education/outreach committees and work groups.

Manage, coordinate, and direct activities involving agency branding and/or graphic design.

Coordinate news media requests for information and interviews; research and provide information concerning South Sound 911 operations and services.

Produce, oversee and/or provide recommendations for agency video and visual projects which may include writing, editing, directing, and photography, and/or working with a third party consultant or contractor.

Prepare and monitor the annual Community Relations budget; initiate and approve appropriate expenditures and administer contracts as needed.

Respond to citizen and customer service feedback; forward as appropriate for applicable review or investigation.

REQUIRED ABILITY, KNOWLEDGE AND EXPECTATIONS:

An understanding and demonstrated skill in the application of the principles, practices, methods and techniques of community and media relations, advertising, and practices of preparing, producing and presenting marketing and public information materials.

Knowledge of journalistic writing techniques and editing methods, preferably AP Style.

Ability to interpret community and government interests to positively promote the agency and its services.

Experience using a variety of media resources for release of public information.

Exercise a high degree of initiative and independent judgment in problem-solving, prioritization, and decision-making.

Ability to efficiently and adeptly organize, prioritize, and manage multiple projects.

Knowledge of video editing practices and techniques.

Knowledge of marketing and page design/layout principles and practices, and proficiency using InDesign or similar professional software.

Demonstrated proficiency using Microsoft Office software, InDesign, Photoshop, general office machinery, and computer-based video editing programs (desired).

Basic knowledge of HTML and/or experience using one or more content management systems.

Ability to communicate efficiently, effectively and professionally in writing and verbally, using tact, patience and courtesy, and correct English, grammar, spelling, punctuation, and vocabulary.

Communicate fluently in English.

Ability to read, interpret, explain, apply and follow applicable laws, ordinances, codes, regulations, policies and procedures.

Ability to work appropriately with confidential materials and information.

Ability to work with speed and accuracy.

Ability to address and positively influence interpersonal differences/difficulties between team members.

Maintain cooperative and effective working relationships with others.

Ability to analyze situations quickly and adopt an effective course of action.

Ability to organize work with many interruptions and multiple tasks to meet schedules and timelines.

Ability to perform limited clerical duties such as filing, duplications and typing.

Knowledge of public safety practices and culture.

Ability to follow safety rules and regulations.

QUALIFICATIONS:

An equivalent combination to: graduation from a four-year college or university with specialization in journalism, public relations, film/video production, business, or public administration or a related field and four or more years of increasingly responsible experience in community relations or public information, preferably in the public safety field. Additional related education or experience may substitute year-for-year for the recruiting requirements. Lead experience in government communications or public safety desired.

LICENSES, CERTIFICATES AND OTHER REQUIREMENTS:

Valid Washington State Driver License at time of appointment and maintenance thereafter. Must meet and maintain background screening requirements. Due to the confidential nature and demands of this position, candidates must possess an exemplary personal history and pass a background investigation.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to sit at a computer terminal, use hands to and arms to reach, finger, handle, or feel, and finger dexterity necessary to operate equipment used in the position. The employee is required to talk, see, and hear.

Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. Sitting, standing, walking, bending/stooping, pushing/pulling and minimal lifting associated with the job duties of the position is required. Ability to travel and attend meetings away from regular work site required.

WORKING ENVIRONMENT:

Office environment with frequent interruptions. The noise level in the work environment is usually quiet. This position will interact with employees and customers on a daily basis. Travel to various work sites and/or meetings, or indoor or outdoor event locations may be required. Work is generally completed on a regularly scheduled basis; however, attendance at meetings, events or completion of work outside of normal scheduled hours may be required, including evenings and weekends.

MACHINES/TOOLS/EQUIPMENT/WORK AIDS:

Personal computer, copy machines, telephone, fax machine, email, calculators, and printers. Event attendance may require work with hand tools, straps, hooks, metal bars/rods, and tent assembly.

POTENTIAL HAZARDS:

The hazards are consistent within an office environment.

ANALYSIS OF PHYSICAL DEMANDS OF POSITION

Activity	Percentage of time	Activity	Pounds
Standing	15% of time	Pulling	55 lbs.
Walking	15% of time	Pushing	55 lbs.
Sitting	70% of time	Lifting	40 lbs.
		Carrying	40 lbs.

The following abilities are required to perform the essential job functions:

Hearing	YES
Seeing	YES
Depth Perception	YES
Color Vision	YES

Seldom to occasionally the position will require the following activities: Stooping, Crouching, Crawling, Climbing, Balancing and Kneeling.

ADDITIONAL COMMENTS:

The statements herein are intended to describe the general nature and level of work performed by employee(s) in this job title. The statements are not a complete list of responsibilities, duties and skills required of employee(s) in this job title. Furthermore, the job description does not establish a contract of employment and is subject to change at the discretion of the agency.

PREPARED BY: Cynthia Shaffer, PHR, Human Resources Manager
REVIEWED BY: Deborah Grady, Executive Director
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