

City of Cordova Position Job Description
SPECIAL PROJECTS/PUBLIC COMMUNICATIONS DIRECTOR

DEPARTMENT: ADMINISTRATION
SUPERVISOR: CITY MANAGER
CLASSIFICATION: FULL TIME, OVERTIME EXEMPT, SALARIED

SUMMARY

Provide support to City departments and contractors in managing projects of importance to City including coordination of project planning, design, development, and implementation. Manage projects of varying complexity, exercising independent judgment and the ability to work with minimal guidance and supervision. Promote public awareness of City of Cordova services, policies, programs, and initiatives through a comprehensive communications strategy.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees of this classification. Shown are duties intended to provide a representative summary.

- Manage a variety of projects from concept/design to implementation, identifying schedules, scopes, budget estimations, and project plans, including risk mitigation.
- Prepare reports on project feasibility, site options, budget, schedule, design alternatives, or construction issues working with project team.
- Coordinate internal and external resources to ensure projects remain within scope, schedule, and defined budgets, in collaboration with project staff from various departments and external consultants.
- Analyze project progress and, when necessary, work with project team to recommend changes to scope, timelines, and costs to ensure adherence to project requirements.
- Review, analyze, and prepare reports and other correspondence on all activities and transactions related to assigned projects, and provide timely information and status updates for City Manager, Council, and public
- Develop, manage, and implement City communications strategy for public outreach, community education and engagement.
- Provide communications support and guidance to City departments, the City Manager and City Council.
- Develop protocols to ensure timely response to media, public inquiries, information requests, concerns, and complaints.

- Manage development of all printed public communication materials including, but not limited to reports, press releases, promotional materials, newsletters, informational brochures, flyers, social media, and web pages for internal and external use.
- Perform other duties as assigned in support of other city personnel and the City Manager

MINIMUM QUALIFICATIONS

- A. Bachelor’s degree desired. Equivalent education, experience and training may be considered in lieu of a degree.
- B. Minimum of 5 years of experience in similar role is strongly recommended.

NECESSARY COMPETENCIES (KNOWLEDGE, SKILLS, ABILITIES, BEHAVIORS)

- A. Excellent verbal and written communication skills.
- B. Ability to communicate effectively with all levels of management, other City of Cordova personnel, the media and community members.
- C. Ability to manage multiple responsibilities and large-scale projects efficiently, effectively, and independently.
- D. Ability to establish and maintain productive working relationships with others.
- E. Knowledge of the public relations/journalism field.
- F. Word processing and desktop publishing experience.
- G. Strong written and verbal communication skills
- H. Strong presentation skills
- I. Strong attention to deadlines and budgetary guidelines
- J. Experience coaching and guiding project teams

REQUIRED TECHNICAL SKILLS

Knowledge of computers and electronic data processing and transmission; proficient in a Windows environment, including word processing and spreadsheet software; knowledge of general office practices.

LEGAL REQUIREMENTS

As a condition of employment, this position is may be subject to a pre-employment drug test and background check (criminal history, verification of education and employment history).

WORKING CONDITIONS

Work is accomplished in a general office setting. Attendance at regular and special City Council meetings may be required.

PHYSICAL DEMANDS OF POSITION

Capable of sitting for extended periods of time. Clarity of speech and sufficient hearing, with or without reasonable accommodation, which permits effective communication during interactions with other employees and the public. Sufficient vision, with or without reasonable accommodation, which permits the employee to use a computer screen and process numeric data. Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a computer keyboard and

access files. Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to move about in an office environment.

To perform the job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in this job description are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The omission of specific statements or duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

I have read and understand the job requirements, responsibilities and expectations set forth in the job description provided for my position. I attest that I am able to perform the essential job functions as outlined with or without any reasonable accommodations.

Acknowledged: _____ **Date:** _____