

**CITY OF SANTA CLARA  
CLASS SPECIFICATION**

**TITLE: COMMUNICATIONS AND OUTREACH MANAGER (New)**

<b>DEPARTMENT</b>	<b>ACCOUNTABLE TO</b>	<b>FLSA STATUS</b>
City Manager's Office	Public Information Officer/ Director of Communications	Exempt

**EDUCATION AND EXPERIENCE**

Minimum Qualifications:

- A bachelor's degree from an accredited college or university in Communications, Public Relations, Public Administration, or a closely related field; and
- Five (5) years of progressively responsible experience in a strategic, corporate or policy communications role.

Desirable Qualifications:

- Supervisory experience.
- Public Information Officer (PIO) experience is preferred.
- Strong understanding and experience in developing and managing communications strategies and programs, preferably in a local government or nonprofit entity.
- Proven track record with implementing communications strategies, advancing social media communication efforts, and launching communications plans within diverse communities and on complex municipal topics.

**LICENSES/CERTIFICATIONS**

Possession of a valid California Class C driver's license is required at time of appointment and for the duration of employment.

**DISTINGUISHING CHARACTERISTICS**

This is a single incumbent management position in the unclassified service, responsible for the development, implementation, coordination and communication of a variety of public information and community outreach programs, services and activities. The incumbent will develop and implement communication strategies for City initiatives, programs and activities; produce and coordinate communications and marketing efforts through news releases, videos, electronic newsletters, web content, social media content, print publications, presentations and public events; and oversee Santa Clara City Television operations. This classification differs from the Web and Digital Media Manager in that the latter is responsible for web and digital media projects, development, and design.

As a member of the City's unclassified service, this is an "at will" position and the incumbent serves at the discretion of the City Manager. An incumbent in this classification: demonstrates strong ethical, professional, and service-oriented leadership and interpersonal skills; sets a good example; and correctly applies the tenets of the City's Code of Ethics and Values.

**TYPICAL DUTIES**

Duties may include, but are not limited to, the following:

## **COMMUNICATIONS & OUTREACH MANAGER (continued)**

Under general direction:

- Help lead citywide outreach efforts to ensure consistency in presenting City information to the public in a timely, accurate and effective manner;
- Provide strategic guidance to City staff regarding public outreach and involvement program;
- Develop and manage communication strategies to enhance the image and reputation of the City;
- Develop a variety of programs for Santa Clara City Television, the City's government access cable network.
- Coordinate the live streaming, recording and editing of City Council and Planning Commission meetings and special City events;
- Supervise the activities of as-needed multimedia services coordinators and other personnel throughout the video production process;
- Create and distribute diverse communication tools for a wide variety of audiences including flyers, brochures, ads, video projects and newsletters for various City departments and programs, and reinforce a common visual identity;
- Integrate new technologies into department and City operations for effective communications to meet City objectives;
- Develop and monitor performance measures to assess the effectiveness of City outreach and involvement programs;
- Enhance civic engagement and maintain collaborative relationships with representatives of the community, residents, and employee and public interest groups;
- Serve as backup emergency public information officer for incident response and the emergency operations center as needed; and
- Perform other related duties as assigned.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of:

- Principles, techniques and methods of public relations, marketing and communications;
- Crisis and emergency communications;
- Video production operations, services, activities, principles and practices;
- Web, social media and digital media standards and best practices;
- Project management practices and principles;
- Proper methods and techniques of researching, preparing and disseminating public information; and
- Effective leadership and management principles and practices;

Ability to:

- Communicate municipal services in a manner that is easily understood and under tight deadlines.
- Convey complex issues, events and concepts in a succinct and easy-to-understand language, both in writing and verbally;
- Use logic and reasoning to understand, analyze and evaluate situations;
- Establish and maintain a cooperative working relationship with those contacted in the course of work, including elected and senior officials and managers, general public, contractors and other governmental representatives;

## **COMMUNICATIONS & OUTREACH MANAGER (continued)**

- Work in a team-based environment and achieve common goals;
- Follow oral and written instructions;
- Effectively handle multiple priorities, organize workload and meet strict deadlines;
- Pay close attention to detail; and
- Bend, stoop, reach, carry, crawl, climb, and lift as necessary to perform assigned duties.

### **SUPERVISION RECEIVED**

Works under the general direction of the Public Information Officer/Director of Communications or other manager as assigned.

### **SUPERVISION EXERCISED**

May supervise subordinate personnel as assigned.

### **OTHER REQUIREMENTS**

Must be able to perform all of the essential functions of the job.

### **CONFLICT OF INTEREST**

Incumbents in this position are required to file a Conflict of Interest statement upon assuming office, annually, and upon leaving office, in accordance with City Manager Directive 100.