

# City of Rehoboth Beach, Delaware

## Job Description

<b>Classification Title</b>	Communication Manager
<b>Job Code</b>	1002
<b>FLSA Status</b>	Exempt
<b>Pay Grade</b>	111

### GENERAL POSITION SUMMARY

Engages with City departments to provide information to the public regarding services, programs, and events. Coordinates and distributes public information through news releases and other forms of social media. Manages periodic public opinion research including surveys and other requests for meaningful data. Designs and produces the city newsletter, as well as other official media presentations. Designated as the City's Public Information Officer (PIO).

### ESSENTIAL DUTIES & RESPONSIBILITIES

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Employees may be requested to perform job-related tasks other than those specifically presented in this description.*

- Develops and ensures the success of a city-wide strategic communications plan that communicates to employees, residents, businesses and regional partners.
- Advises and coordinates with staff in departments on news media, social media, the community and other government agencies and city partners.
- Develops and produces City's media; coordinates with department staff on strategic communication issues.
- Conveys complex issues, events and concepts in succinct, easy-to-understand language, both in writing and orally.
- Establishes rapport with people easily, developing and maintaining a network of contacts who can provide information, help, and access to others.
- Develops and coordinates internal and external communication strategies by working with the Office of the Mayor and City Manager, the city's team of department heads and the police department.
- Writes and edits communications plans, news releases and op/eds to advance community priorities.
- Initiates media campaigns; responds to press inquiries and breaking stories; coordinates community outreach and media events.
- Develops and maintains a coordinated network of information sharing to integrate communication efforts across the City organization.
- Ensures municipal leaders are aware of City priorities. Develops budget priorities for the budget process and prepares program budget.
- Performs related work as required.

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### MINIMUM ENTRANCE QUALIFICATIONS

#### Education and Experience

- A bachelor's degree from an accredited college or university in a related field
- At least five (5) to seven (7) years of related work experience
- Any equivalent combination of training, education, and experience that provides the required skills, knowledge and abilities

### COMPETENCIES FOR SUCCESSFUL PERFORMANCE OF JOB DUTIES

#### Knowledge of:

- Effective media, public relations and communications
- Social media and online communication
- Conference, press and event communication
- Structures and technology for reporting news
- Trends in marketing governmental organizations

#### Skill in:

- Performing a variety of duties, often changing from one task to another of a different nature
- Multimedia techniques and graphic layout for news reporting
- Research and evaluation
- Presentation
- Verbal and written communication
- Prioritization and time management

#### Ability to:

- Meet schedules and deadlines of the work
- Follow oral and written instructions
- Present news from a broad strategic perspective
- Stay ahead of City issues and current news
- Work independently
- Develop, implement and manage a work plan

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#### WORK ENVIRONMENT/CONDITIONS

*The work environment and exposures described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Work Environment	Seldom or Never	Sometimes or Occasionally	Frequently or Often
Office or similar indoor environment			X
Outdoor environment		X	
Street environment (near moving traffic)		X	
Construction site	X		
Clinical health care environment	X		
In the community (homes, businesses, etc.)			X
Warehouse environment	X		
Shop environment	X		
Detention center or correctional facility	X		
Exposures	Seldom or Never	Sometimes or Occasionally	Frequently or Often
Individuals who are rude or irate		X	
Individuals with known violent backgrounds	X		
Communicable diseases	X		
Bodily fluids (blood, urine, etc.)	X		
Infectious waste	X		
Extreme cold ( <i>below 32 degrees</i> )		X	
Extreme heat ( <i>above 100 degrees</i> )		X	
Moving mechanical parts	X		
Risk of electrical shock	X		
Vibration	X		
Fumes or airborne particles	X		
Toxic or caustic chemicals, substances waste	X		
Loud noises ( <i>85+ decibels</i> )	X		

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**PHYSICAL DEMANDS**

*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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The position involves *light physical demands*, such as exerting up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects.

<b>Date created:</b>	9/13/ 2018
<b>Dates revised</b>	