



# CITY OF DeBARY, FLORIDA

## Employee Job Description

### COMMUNITY ENGAGEMENT & COMMUNICATIONS DIRECTOR

<b>Department:</b>	<b>Position #1207</b>	<b>Exempt:</b>	<b>Yes</b>
<b>Reports To:</b>	City Manager	<b>Pay Grade/Wage:</b>	117
<b>Position Type:</b>	Full Time	<b>Hours:</b>	40 hrs/week

#### JOB SUMMARY:

A member of the City's Leadership Team and under general and executive direction of the City Manager, the Community Engagement & Communications Director will be responsible for the development and dissemination of information about the City of DeBary strategic initiatives, programs, and services. In addition to developing marketing initiatives aimed at citizens and businesses, this individual will develop and cultivate key partnerships with a variety of stakeholders including the business community and elected representatives at the City, County, State, and Federal level. The position, which reports to City Manager, requires experience in public information, media relations practices, marketing, government relations practices, the ability to work in a team environment, and considerable independence and thought processes.

#### JOB DESCRIPTION

*The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.*

#### DUTIES & RESPONSIBILITIES:

- Provide a comprehensive media relations program for the purpose of educating the public and maintaining a positive public image. This may include website design, electronic and printed publications, articles, promotional materials and other forms of communications to local media, the public, elected officials, the business community and other involved and interested stakeholders.
- Foster relationships with federal, state, and county officials, both elected and staff, in order to proactively present City's legislative goals. Monitors legislative issues and initiatives to best position the City of DeBary in achieving identified goals and objectives.
- Foster a relationship with the media in order to proactively present City programs, services and initiatives and serve as primary point of contact on behalf of the City and all of its departments, including coordinating with law enforcement and fire services partners.
- May serve as spokesperson for the City and oversee the media relations function of the City of DeBary.
- Builds and sustains relationships with internal leaders, local, state, and regional elected officials as well as senior government, business, and civic leaders with the objective of monitoring and influencing issues, regulations, and policies pertinent to the City's strategic and operational goals.



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- Serve as communications advisor to City Manager, City Council and Department Heads, provide technical support in all forms of communication and direction in the area of media relations.
- Develop marketing and other materials to facilitate interest from the business community to further the economic development goals of the City Council.
- Plans, organizes, and implements the City's overall economic development outreach as it relates to encouraging and promoting business development, retention, rehabilitation, vitalization, revitalization and growth.
- Serves as liaison with public, private and non-profit organizations for business attraction, creation, expansion and retention activities.
- Acts as business recruitment and commercial development facilitation for the City.
- Establishes, develops, and cultivates relationship with a variety of community members including residents, the local business community, legislative aides, etc.
- Develops and administers department budget consistent with City goals.
- Coordinate media inquiries with responsible department head in a timely, accurate manner according to Chapter 119 in the Florida Statutes.
- Develops, designs, and implements numerous coordinated marketing initiatives to present City programs in a positive light and to maximize community engagement.
- Attend staff, City Council, and community meetings as directed.
- Participate in collaborative partnership with other city/county/state officials.
- Responsible for dissemination of information and recommended communication strategies during an emergency event while actively contributing as a team member in the Emergency Operations Center during any and all crisis, natural or otherwise.
- Conduct research on grant programs for funding various City projects.
- Coordinate and/or prepare applications, including data collection, technical and graphic material and financial information for timely submission.
- Develop and maintain high level of communication with City departments, funding agencies, and others and all parties necessary to compete and/or obtain grants.
- Perform other duties as assigned.



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### QUALIFICATION REQUIREMENTS:

Bachelor's degree from an accredited college or university with a major in Journalism, Communications, Public Relations, Social Sciences, Education, Public Administration, Political Science or related field, four (4) years of professional experience as a public information officer or in journalism, public relations, research, marketing, project management with at least three (3) years in government, five (5) years supervisory experience, or any equivalent combination of education, training and experience.

### CERTIFICATES, LICENSES & REGISTRATIONS:

Possession of a valid Florida driver's license.

### KNOWLEDGE, SKILLS & ABILITIES:

- Ability to develop and maintain effective personal relationships with others.
- Ability to effectively communicate in both written and oral form.
- Ability to speak to audiences and/or media.
- Ability to understand and carry out complex oral and written directions and manage complex computer software.
- Ability to deal with problems involving several variables in standardized situations when immediate guidance from the supervisor may not be available.
- Ability to plan, organize, coordinate and communicate to senior management staff.
- Knowledge, skill and application of proper grammar, punctuation, word usage and sentence structure.
- Ability to use discretion and good judgment in handling politically sensitive information and issues.
- Knowledge and skills in the principals, practices and techniques of effective verbal, written and audiovisual communications.
- Knowledge, skill and application of social media platforms.
- Ability to recognize and develop public information opportunities.
- Ability to use video production equipment and editing software.



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### WORK ENVIRONMENT/ADA:

While performing the duties of this job, the employee is regularly required to sit for long of periods of time performing repetitive functions. The employee must be able to access file cabinets for filling and retrieve data. The employee must have the ability to sit at a desk and view a screen for extended periods of time.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Employee Printed Name

\_\_\_\_\_  
Date