



CITY OF DeBARY, FLORIDA

Employee Job Description

COMMUNICATIONS MANAGER

Department:	Position #XXXX	Exempt:	Yes
Reports To:	Econ. Dev. & Gov't Affairs Dir.	Pay Grade/Wage:	108
Position Type:	Full Time	Hours:	40 hrs/week

JOB SUMMARY:

The Communications Manager will be responsible for the development and dissemination of information about the City of DeBary strategic initiatives, programs, and services. This individual will develop and cultivate key partnerships with a variety of stakeholders to include local and state community leaders. The position requires experience in public information, media relations practices, marketing, 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 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.
- Serve as Public Information Officer the City and oversees the media relations function of the City of DeBary.
- 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.
- Establishes, develops, and cultivates relationship with a variety of community members including residents, the local business community, etc.
- Develops and administers department budget consistent with City goals.



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- Coordinate media inquiries with responsible department head in a timely, accurate manner according to Chapter 119 in the Florida Statutes.
- Oversee the research, development and dissemination of electronic and printed publications, press releases, photographic materials, feature articles, videos, public service announcements, promotional materials and other form of communications to local media and the public to increase community awareness of city activities, services and programs.
- Manage communications staff and oversee electronic communications, such as social media and similar content for the City website.
- Serve in an on-call capacity to respond within ninety (90) minutes upon request to emergencies at any time in the event that information needs to be released to local media and the public.
- Lead the coordination of press conferences as deemed appropriate.
- Conduct tours for local media, freelance writers, editors, publishers and the like.
- 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.
- 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.
- Coordinate and/or prepare applications, including data collection, technical and graphic material and financial information for timely submission.
- Perform other duties as assigned.



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QUALIFICATION REQUIREMENTS:

Bachelor's degree from an accredited college or university with a major in Communication, Public Relations, Public Administration, Political Science or related field and three (3) years related experience and/or training; 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