

CITY OF HUNTINGTON PARK

CLASS SPECIFICATION

DIRECTOR OF COMMUNICATIONS & COMMUNITY RELATIONS

Civil Service Status: Exempt
Probationary Period: At-Will
Classification Series: Communications/Comm Relations
FLSA Status: Exempt

Bargaining Unit: Non-Represented Employees
Approved by Civil Service Commission: 09-01-2021
Approved by City Council: 09-07-2021
Resolution No.: 2021-24

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Under the direction of the City Manager, this executive position plans, directs, manages, and oversees the activities and operations of the Communications and Community Relations Department, including citizen participation, public relations, media relations, advertising, and marketing; coordinates assigned activities with other departments and outside agencies; and other duties as assigned; and provides highly responsible and complex administrative support to the Assistant City Manager, City Manager, and City Council.

EXAMPLE OF DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Assume full management responsibility for all Communications and Community Relations Department services and activities including citizen participation, public relations, advertising, and marketing; recommend and administer policies and procedures.
- Manage the development and implementation of departmental goals, objectives, policies, and priorities for each assigned service area; recommend and administer policies and procedures.
- Establish, within City policy, appropriate service, and staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; allocate resources accordingly.
- Assess and monitor workload, administrative and support systems, and internal reporting relationships; identify opportunities for improvement; direct and implement changes.
- Plan, direct and coordinate, through subordinate level staff, the Communications and Community Relations Department's work plan; assign projects and programmatic areas of responsibility; review and evaluate work methods and procedures; meet with key staff to identify and resolve problems.
- Select, train, motivate and evaluate assigned personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
- Oversee and participate in the development and administration of the department budget; approve the forecast of funds needed for staffing, equipment, materials, and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary.
- Provide support and advice to City departments, Assistant City Manager, City Manager, City Council and the Mayor regarding internal and external communications, media relations, marketing, advertising, and citizen participation.
- Analyze the communications and marketing needs of the City to assess annual long-term budgetary requirements.

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- Develop proactive programs and procedures to educate the public, positively influence public opinion and make citizens better-informed voters.
- Develop crisis and emergency response programs for such situations as fires, accidents, major crimes, and aircraft crashes; modify programs as required to ensure efficiency.
- Prepare City staff for the conduct of press conferences, media events, interviews, and editorial boards; maintain awareness of regional and national issues and their effect on City operations.
- Oversee marketing, advertising, and video production operations for the City; develop marketing concepts and plans and requests for proposal; administer marketing and advertising contracts for City enterprises.
- Work with City staff in analyzing specific departmental communication needs and developing strategic communication plans and programs to meet those needs.
- Provide staff assistance to the Assistant City Manager and City Manager; prepare and present staff reports and other necessary correspondence.
- Represent the Community Relations Department to other departments, elected officials and outside agencies; coordinate assigned activities with those of other departments and outside agencies and organizations.
- Explain, justify, and defend department programs, policies, and activities; negotiate and resolve sensitive and controversial issues.
- Participate on a variety of boards, commissions, and committees.
- Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of public relations and communications; incorporate new developments as appropriate.
- Respond to and resolve difficult and sensitive citizen inquiries and complaints. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operations, services and activities of a comprehensive public or community relations program.
- Principles and practices of public communications, marketing, and advertising.
- Advanced principles and practices of program development and administration.
- Methods and techniques of strategic communication planning.
- Principles, practices, and aspects of media relations.
- Methods and techniques of contract negotiation and administration.
- Principles and practices of municipal budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Pertinent federal, state, and local laws, codes, and regulations.

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Skills:

- Possess skills to word process general correspondence, spreadsheets, and reports using a personal computer and software application.

Ability to:

- Manage and direct a comprehensive public communications program.
- Develop and administer departmental goals, objectives and procedures.
- Analyze and assess programs, policies and operational needs and make appropriate adjustments.
- Identify and respond to sensitive community and organizational issues, concerns and needs.
- Plan, organize, direct, and coordinate the work of lower-level staff.
- Delegate authority and responsibility.
- Select, supervise, train, and evaluate staff.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Research, analyze and evaluate new service delivery methods and techniques.
- Develop crisis and emergency response programs.
- Develop strategic communication plans and programs to meet City needs.
- Provide community outreach programs aimed at increasing citizen understanding of City operations.
- Oversee marketing and advertising operations for the City.
- Prepare clear and concise administrative and financial reports.
- Prepare and administer large and complex budgets.
- Interpret and apply applicable federal, state, and local policies, laws and regulations.
- Work in a team-based environment to achieve common goals.
- Coordinate multiple projects and complex tasks simultaneously.
- Meet the physical requirements to perform the assigned duties safely and effectively.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in public administration, business administration, political science, public relations, marketing, journalism, or a related field. Additional related experience may be substituted for the required education on a year-to-year basis to the extent that the experience has prepared the individual to perform the duties of the position.

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Experience:

Five (5) years of progressively responsible community relations, public relations, or marketing experience including three (3) years of management and administrative responsibility.

License or Certificate:

A valid California Class C Driver's License and a satisfactory driving record.

Desirable Qualification:

The ability to speak Spanish.

Physical Requirements:

Must meet approved physical and pre-placement medical standards for the position.