



**CITY OF
ST. AUGUSTINE**

**PERSONNEL
MANUAL**

3.	Job Descriptions
3.2	General Employee
3.2.186	Communications Manager

Job Position Communications Manager

Department Communications

Division Administration

Job Description

The Communications Manager is responsible for carrying out a broad program relating to public information, and community relations requiring both administrative and supervisory duties performed with considerable independence. The position requires strong skills in multi-tasking, organization and logistical planning, verbal and written communication, customer service, problem solving, creativity, as well as the ability to work on own initiative or as part of a team to meet tight deadlines, and to prioritize between conflicting demands while serving the needs of a wide range of constituencies in a diverse community. The Manager oversees all communications activities and develops strategic planning and policy guidance to the City Manager for the city's communications program and is the central point for quality and branding control for all city websites, social media, publications, presentations, and outreach programs.

The Manager develops, implements, and administers the City's public information, relations and communications program, acts as the City's principal contact for the media, disseminates information to media outlets on a wide range of topics, coordinates media interaction by Commissioners and staff, liaisons with counterparts in other government agencies, and under the direction of the City Manager is the City's official spokesperson.

Job Responsibilities

Disseminates information to the media utilizing press releases and interpersonal communications and responds to media inquiries by researching and drafting accurate and timely information and conducting written and broadcast interviews.

Assists in developing story ideas, gathering information, working with other departments and external agencies, coordinating interviews, and writing content to produce City and departmental news stories.

Develop and coordinate internal and external communications strategies by working with the City Manager and department Directors.

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	John P. Regan, City Manager		
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Job Responsibilities

Plans, develops and implements an effective public information program which includes development of guidelines and protocols for the drafting and distribution of press releases, photographs, flyers, brochures, internal and external newsletters, and related materials.

Develops and maintains positive relationships, on behalf of the City, with members of the community, businesses, and press, including journalists, bloggers, and other media outlets understanding the interest of each contact.

Develops public education programs to effectively inform the public of activities, services and programs provided by the City. Designs and prepares various marketing materials for City-produced events to include brochures, flyers, print and electronic advertising.

Responds to media requests for information directly or arranges for response from appropriate management staff or elected officials and assists personnel with responses and message points to be made to media.

Communicates on behalf of the City regarding highly sensitive matters, emergencies, disasters or other critical incidents and assists other departments in the dissemination of information to the public, news media, and other governmental entities during disaster events.

Manages all aspects of the City's Web sites by developing the design, writing and editing all content, and securing or creating and editing all photography. Responsible for overseeing the development and delivery of the City's message through social media. This includes monitoring and posting to social media accounts in the absence of the Public Information Coordinator or as needed.

Serves as the City's liaison with the tourism industry through the St. Johns County Tourist Development Council, the St. Augustine, Ponte Vedra & the Beaches Convention and Visitors Bureau, the St. Augustine & St. Johns County Chamber of Commerce and similar organizations. Attends governmental and community meetings and conferences, at the direction of the City Manager.

Evaluates assigned personnel for effectiveness and efficiency, initiates personnel actions of hiring, promotion, discipline, termination and training and development, provides technical support and guidance for employees' work activities.

Develops, supervises, and monitors the Public Affairs Communications Public Affairs budget.

Performs other duties as assigned.

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Education, Training and Experience

Bachelor's degree from an accredited college or university with a major in journalism, communications, public relations, or a closely related field, required. Five (5) years related experience preferably with a state, county, city government or large communication or media organization. Experience in a comparable local government public information position is desirable. Knowledge of the structure and content of the English language including meaning and spelling of words, rules of composition, and grammar, required. Excellent computer skills including Word, Excel, PowerPoint, and Adobe Photoshop. Basic knowledge of HTML.

Driver's License requirement: Valid Florida Driver's License Classification E.

Physical Demands

The physical demands representative of those that must be met to successfully perform the essential functions of this job. The position is mostly sedentary, but the employee is frequently required to stand and walk and occasionally stoop and kneel. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The employee is regularly required to communicate and exchange information courteously, effectively, and promptly with the public and City staff.

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