

## CITY OF SPOKANE VALLEY POSITION DESCRIPTION

Class Title: Communications Manager  
Department: City Manager  
Division: City Services  
Date: August 15, 2023

Job Code Number:  
Grade: 18  
FLSA Status: Exempt  
Location: City Hall

### GENERAL PURPOSE

Performs responsible professional and administrative work managing the City's Communication efforts, creating and implementing communications strategies that inform community members, stakeholders and the media about City activities to include digital media, news releases, briefing materials, and other communication tools to support the City's work.

### SUPERVISION RECEIVED:

Works under the broad policy guidance and direction of the City Services Administrator.

### SUPERVISION EXERCISED

Exercises administrative direction over staff assigned to the Communications Division.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

Serves as the primary spokesperson for the City and independently responds to news media requests for information, interviews, and provides City perspectives and opinions. Assists departments, boards, commissions and others when responding to requests from the media and the public on various issues.

Develops plans and strategies to communicate City activities to the public. Develops effective public outreach and engagement strategies approved by the City Manager in coordination with Council Members in an effort to generate broad public input on Council plans and initiatives that result in meaningful changes to those plans and initiatives based on that public input.

Publicizes and promotes programs using a multi-media approach, including new, emerging and trending media platforms. Develops, implements, and monitors the City's graphic standards and branding and supervises and approves the type, design and content of City publications.

Creates, implements, and measures the success of comprehensive communications, and public relations programs. Advises the City Manager, Council, and City management on a variety of complex issues, public perception and emerging concerns.

Organizes and facilitates media events, press conferences and related special events to include press releases, state of the City addresses, and other formats of effective information dissemination.

Develops and manages the Communications division budget. Provides leadership and direction in the development of short- and long-range plans; gathers, interprets, and prepares data for studies, reports and recommendations; coordinates department activities with other departments and agencies as needed.

Responsible for developing policies and procedures. Makes presentations to the City Council, boards, commissions, civic groups and the general public. Maintains liaison with other departments as well as state, local, and other public officials.

Maintains harmony among workers and resolves grievances; performs or assists subordinates in performing duties; adjusts errors and complaints.

#### PERIPHERAL DUTIES

Serves as a member of various city employee committees, as assigned.

Assists staff in the performance of their duties as required.

#### DESIRED MINIMUM QUALIFICATIONS

##### Education and Experience:

(A) Graduation from a college or university with a Bachelor's degree in, Business, English, journalism, advertising, marketing, communications, political science, public relations, or related field; and

(B) Five years of progressively responsible experience in communications, Journalism, and/or related fields, including at least two years supervisory experience; or

(C) An equivalent combination of education and experience may be considered.

##### Necessary Knowledge, Skills, Abilities, and Other Traits:

(A) Thorough knowledge of government and community processes and structures; and a wide array of traditional and innovative media; working knowledge of the principles and practices of office management, work organization and supervision;

(B) Skill in speech writing and delivery coaching; and, superior digital, written, and verbal communication; and, proficiency in word processing, desktop publishing, and a variety of common business graphics software applications.

(C) Ability to represent the City in a professional manner to community members, outside agencies and media organizations; and, work in a fast paced environment with minimal direction; and, functioning as a productive member in team environments with the ability to be creative, organized and work across functional lines of authority. Ability to analyze operating conditions,

identify potential problems, and take appropriate action to ensure program goals are met. Ability to establish and maintain effective working relationships with employees, supervisors, other agencies, and the public.

(D) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to greet and respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with employees, supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

#### SPECIAL REQUIREMENTS

Valid state driver's license or ability to obtain one.

#### TOOLS AND EQUIPMENT USED

Personal computer, including word processing and graphic design software; calculator; copy and fax machine; phone; mobile or portable; automobile; camera.

#### 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.

While performing the duties of this job, the employee is frequently required to walk, sit and talk or hear. The employee must 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 the ability to adjust focus.

#### WORK ENVIRONMENT

The work environment characteristics 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.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, or airborne particles.

The noise level in the work environment is usually quiet in the office, and moderate in the field.

## SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval:   
Human Resources Director

Approval:   
City Manager

Effective Date: August 15, 2023

Revision History: