

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Director of Public Information and Civic Engagement</u>
Sch & Grade	<u>DHS-13 (Unclassified)</u>
Class Code	<u>AA21</u>
FLSA Status	<u>Exempt</u>
Bargain Unit Elig.	<u>Not Eligible</u>
Occupational Group	<u>Dept Head Series</u>

PRIMARY PURPOSE:

To plan, coordinate and manage the activities of the City's public information and civic engagement program, which includes the marketing efforts of the City; dissemination of information to the public and media concerning the City's programs, policies, and issues; programming for the government access channel and other forms of media; event coordinator for special events; tracking and resolution of citizen's service requests; and the design, development, and implementation of civic engagement strategies and programs.

SUPERVISION:

Under the general direction and supervision of the City Manager; supervises professional, technical, and administrative support personnel both directly and indirectly.

DESCRIPTION OF WORK:

ESSENTIAL FUNCTIONS:

1. Serves as the principal advisor to the City Manager and other city officials, as well as other departments, on matters related to the dissemination of information to the public and media concerning the City's programs, policies, and issues.
2. Plans, coordinates, and directs personnel in the activities of the Public Information Office, including service requests, government information channel, special events and programs, news releases, the City's web site, and other forms of media.
3. Serves as liaison and assists in the communication between the City Council, City Manager, and other City officials, the media, individual citizens, or public interest groups.
4. Designs, develops, and implements civic engagement strategies and programs to increase citizen participation and, ultimately, trust in City government. Develops mechanisms to measure and track levels of civic engagement over time.
5. Provides coordination for Citizen Service Requests, including working with other city departments to respond to complaints or requests for information; providing status reports of service requests and resolutions; and identifying local community resources and service agencies that may provide assistance to concerned citizens.
6. Develops news releases, informational pamphlets, fact sheets, etc., conducts news conferences, and uses social media and other tools to present the City's views and inform the public. Serves as executive producer for the government information channel, and other media to provide programming and public information.
7. Determines the method and media most suitable to reach concerned or affected citizens, explain or defend City policies and positions, and promote awareness or understanding of City programs and services.
8. Initiates public relations programs to promote community understanding, increase support for the City, and improve the City's public perception.
9. Plans and coordinates all aspects of special events for the City, including the production of information videos and displays for such events.
10. Serves as managing editor for the Scene, the City's monthly employee newsletter, and oversees the content, design and development of the City's web site.
11. Coordinates and oversees the design, development, and implementation of periodic employee and citizen surveys.
12. Attends Council, board or community meetings and presents programs, explains policies or procedures, answers questions, etc. on behalf of the City of Springfield.
13. Works in collaboration with community and governmental public information officers and civic marketing professionals to maximize financial and collaborative resources.
14. Performs Emergency Communications functions for weather or disaster emergencies and represents the City as its public information officer at Emergency Operations Centers or Field Command Centers.
15. Oversees departmental budget, including planning, preparing, and administering financial and personnel resources to maximize effectiveness within established budgets.
16. Develops long-range planning for department policies and programs, and works with appropriate staff on implementation plans.
17. Guides and directs a staff of professional, technical, and administrative support personnel, including making selection decisions, completing performance evaluations, and ensuring staff have adequate training and professional development opportunities. Monitors staff development to insure appropriate succession planning within the Department.
18. Travels frequently to off-site locations for special events, community and government meetings, as well as other city business.

IMPORTANT FUNCTIONS:

1. Utilizes necessary computer applications, web, and social media tools.
2. Attends seminars, workshops, conferences, and other training for professional development purposes.

Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

Principles, techniques and objectives of public relations as applied to municipal government; current English language usage and journalistic styles, both print and broadcast; regulations, procedures and services of municipal departments and agencies; graphic design principles, typography and layout techniques; audio-visual equipment and its uses; effective internet usage principles, television programming and video equipment use, social media tools and effectiveness of use, civic engagement strategies and tools.

Abilities

Effectively develop, plan, organize, administer and supervise departmental activities; learn the principles, processes and purposes of municipal government organization and departmental functions and effectively communicate these concepts, policies and procedures to the public through written and verbal communications; maintain a flexible work schedule; effectively make decisions on major policy matters; utilize sound, independent judgment in preparing recommendations and formulating policies; communicate effectively verbally and in writing including speaking well in front of large groups and in stressful situations; prepare and present clear and comprehensive written reports; think creatively about communications issues and put new ideas into action; deal effectively and courteously with the City Council, other departments, governmental agencies, and the general public; negotiate effectively; establish and maintain good working relationships with subordinates and other city employees; model and facilitate a working environment that encourages awareness and respect for differences among employees and citizens; perform effectively as a member of a team in carrying out the City’s stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of others. Utilize civic engagement strategies effectively.

Experience, Education, and Training

Graduation from an accredited college or university with a Bachelor's Degree in Public or Business Administration, Public Relations, Communications, Journalism or a related field plus three years of related and responsible work experience.

Physical Requirements

Pushes and pulls up to 25 pounds. Some bending and lifting, including overhead lifting. Frequently attends off-site special events, provides tours of on-site and off-site facilities, parks, and other city property, and works other off-site public events.

Working Environment

Primarily indoors with heating and cooling regulated in a general office environment; when outdoors at special events, or at emergency management disaster or disaster exercise situations, may be exposed to extreme weather conditions. Frequent after-hours or early morning meetings.

Licensing/Certification

Must possess a valid state motor vehicle operator's license.

Miscellaneous Requirements

None required.

Last Revision:	February 9, 2012	GENERAL ORDINANCE NO. 5564
Comments:	Updated Abilites	Date: June 26, 2006

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____