JOB CODE 152

CITY OF POMPANO BEACH
CLASS DESCRIPTION

PUBLIC COMMUNICATIONS DIRECTOR

GENERAL

Responsible administrative work in planning, organizing and directing the activities of the Public Communications Office. Work involves responsibility for the administration and direction of a wide variety of public communication programs and activities, utilizing various media to increase awareness of City services. Areas of responsibility include media relations, management of graphic design and publications, management of the City's Internet web site, management and hands on operation of the City's Government Access Ch. 78 television station.

Work is performed under administrative direction of the City Manager.

EXAMPLES OF ESSENTIAL DUTIES

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position)

- Directs the operations of the Public Communications Office,
- Develops policies and procedures related to public communication activities.
- Oversees a strategic public communication program which includes the development of media releases, newsletters, television station operations, speeches, web site content, collateral materials and press conferences.
- Plans and coordinates the collection, compilation, and presentation of information to the news media, public and City departments.
- Manages content development and presentation of City's Internet web site.
- Manages operations of the City's Government Access Ch. 78 television station including the routine installation and maintenance of equipment in the Commission Chambers.
- Oversees the operations of the City's graphic art projects.
- Serves as spokesperson and liaison between the Fire Department and the news media preparing news releases and media alerts responding in person and telephone to newsworthy events.
- Provides interviews with local and national media to provide timely information on a wide range of City issues.

- Provides recommendations in the formulation and implementation of City-wide policies, procedures and technical standards and practices involving public communications matters and materials.
- Acts as emergency public information officer during activations of the Emergency Operations Center.
- Performs related work as required.

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of the principles of management and their application to the administration of public information activities.
- Thorough knowledge of journalistic principles and practices.
- Thorough knowledge of graphic design and web site administration.
- Thorough knowledge of television operation and electronic broadcast equipment.
- Ability to plan, implement and coordinate large scale public relations programs.
- Ability to write and assemble interesting and informative articles, news releases, pamphlets, reports and other publicity materials.
- Ability to interpret and present abstract ideas in creative pictorial graphic forms.
- Ability to plan and supervise the work of subordinates and set meaningful performance objectives.
- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials, regulatory agencies and personnel and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, sexual orientation or political affiliation.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies.

MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with major course work in journalism, communications, public administration or a related field; six years experience in news writing, public relations or related work, including supervisory experience; or any equivalent combination of relevant training and experience.

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Work Location: City Manager's Office
Bargaining Unit: Non-Bargaining
FLSA: Exempt
Classification Plan: 50/28
GERS: Senior Management Class