



Job Title	Public Communications Supervisor	FLSA Status	Exempt
Band	SUP	Probationary Period	12 Months
Zone	6	Job Code	18104

Class Specification – Public Communications Supervisor

Summary Statement:	
The purpose of this position is to lead strategic oversight of staff responsible for digital communications, media relations, public information and marketing functions for City programs and operations; and perform a variety of technical tasks relative to assigned areas of responsibility.	
Essential Functions	Note: Regular and predictable attendance is an essential function in the performance of this job.
Time % (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
45%	Leads plans and reviews the work of staff responsible for digital and traditional communications and marketing for City programs and operations and messaging. Plans, directs, and participates in a wide variety of community special projects including the municipal and strategic planning programs, City sponsored events, reporting projects, and a variety of community involvement activities. Verifies the work of assigned employees for accuracy, proper work methods, and techniques and compliance with applicable standards and specifications.
30%	Coordinates media marketing and freelance programs; selects and hires freelance writers, photographers, and graphic artists; and coordinates activities in support of the assigned program. Consults with staff account representatives to determine budget availability for technical upgrades and media activations; and develops projects and suggests communication methods. Provides professional public relations, marketing, crisis communications, and strategic communication management in support of various City services; elected officials; enterprises and more to a broad range of internal, local, regional, national, and international audiences.
25%	Actively works to keep the city’s communications vehicles and strategies up to date with market trends and technology.

Competencies Required:
Human Collaboration Skills: Decisions regarding interpretation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important



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presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

Reading: Advanced - Ability to read literature, articles, reviews, and social media or digital articles. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Math: Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.

Writing: Advanced - Ability to write editorials, speeches, articles, social media posts and press releases using AP style and the city's brand and style guides. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Technical Skills Required:

Advanced Skills and Knowledge: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Relevant Background and Formal Education: Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

Education: Bachelor's degree from an accredited college or university with major coursework in communications, journalism, public relations, or a related field.

Experience: Five years of full-time responsible public relations, communications, or marketing experience.

Education and Experience Equivalency:

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

Certifications and Licenses: Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.



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Supervision Exercised:

Work requires supervising and monitoring performance for a regular group of employees or department including providing input or hiring/disciplinary actions and work objectives/effectiveness, performance evaluations, and realigning work as needed. A first line supervisor typically performs these functions.

Supervision Received:

Receives General Direction: This job title normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.

Fiscal Responsibility: This job title has no budgetary responsibility.

Physical Demands: Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.

Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Seasonally
Wetness and Humidity	Never
Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

Machines, Tools, Equipment, and Work Aids: Computer, printer, copier, telephone, and standard office equipment.

Specialized Computer Equipment and Software: Microsoft Office.

The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.

Original Date: November 2014