

# CLASSIFICATION ADDENDUM

## **Job Title:** Community Relations Manager

Classification Specification: Senior Manager/Program Manager

Barg Unit: NON

Pay Grade: D63

*This classification **addendum** further clarifies job specific duties and requirements of a job within a particular classification. Note: The classification specification document is to be referenced and this document utilized as the addendum (supplement). It is intended to provide additional information, where needed, and is not intended to provide an exhaustive list of duties and responsibilities; specific position assignments will vary depending on business needs.*

### **Essential Characteristics and Duties Addendum**

The Community Relations Manager performs duties developing, implementing, coordinating, and managing external and internal communication programs, including promoting awareness of the goals and activities of the City; manages media relations, community relations, and public involvement; acts as liaison between the City and the community; plans, conducts and evaluates City communications within the organization, with the public, and with the news media; provides information to the City Council, the media, employees, other agencies, and the public on the programs, services, issues, and policies of the City; prepares news releases and public service announcements; coordinates public education campaigns; arranges news conferences, serving as City spokesperson; coordinates the design and implementation of external marketing and communications programs and tools/materials; acts as a technical advisor and City-wide coordinator to individual departments for media relations and public involvement; coordinates emergency public information procedures; coordinates City's state legislative agenda and serves as the City's representation at the local, state, and national level; performs special projects; serves on City and community-wide committees; participates as a member of the City Executive Team. Performs related duties as assigned.

### **Qualifications Addendum**

*An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.*

#### **Training & Experience:**

- In the field of communications, journalism, or public relations with progressively responsible experience managing public affairs, public information or public relations. Experience working in public or governmental agencies preferred, and lobbying experience at a state level desirable.

#### **Licensing Requirements:**

- A valid Oregon's driver's license at time of appointment.

#### **Knowledge:**

- Principles and practices of public relations, mass communications and marketing;
- Public information activities including citizen involvement and media interaction;
- Theories of interpersonal relations and techniques; group facilitation methods and techniques;
- Government functions and the role of local government in the community; state and local laws and policies as they affect City operation;
- Journalism practices, techniques and style and news media operation.

### Essential Characteristics and Duties Addendum

**Skills:** *(Demonstrated skill in performing the following)*

- Effectively managing and facilitating partnerships;
- Developing creative solutions to public relations issues;
- Developing graphic and video productions.

**Qualification For Grade Progression:** N/A

### Physical Requirements Addendum

Sedentary Work as defined in the classification specification. Further definition of the physical requirements of the position can be found in a job task analysis.

Travel as required.

### Addendum History

Created: 2012.01