



City of Council Bluffs

Job Description

Communications Officer

Department: Mayor's Office

Supervisor: Chief of Staff

Location: City Hall

FLSA Status: Exempt

Prepared By: Mallory Davis, Recruiter

Prepared Date: November 2016

Union: Non-Union

Pay Grade: 25

Summary: Develops and implements strategic communication activities; media and public relations; project and special event support; policy and legislative research; and performs related work as required. Extensive leeway is granted for the exercise of independent judgment and initiative.

Essential Duties and Responsibilities: includes the following.

- **Community (External) Communications:**
 - Executes citywide strategic communications
 - Directs media relations and communications planning for the City
 - Prepares media releases and other communications, including research of issues pertaining to the City and other background information
 - Coordinates and responds to inquiries from print and television media on a wide range of issues concerning City policy and initiatives
 - Arranges press conferences and schedules media availability to ensure a timely communication of ongoing City policies and initiatives
 - Develops and maintains media relationships regarding City issues
 - Develops, implements, and manages strategic communication plans for community outreach needs
 - Prepares City newsletter that is distributed to Council Bluffs community
 - Monitors community feedback and responds to questions and concerns about City communications
 - Analyzes extent of public understanding of programs administered by City departments and determines need and type of information and education programs
 - Meets with and provides an input process to City Government for community groups, neighborhood associations, church groups, the Chamber of Commerce, and other related associations

- **Internal Communications:**
 - Coordinates internal communication strategies related to organizational change and operational issues
 - Prepares Employee Newsletter that is distributed to employees of the City of Council Bluffs
 - Prepares and coordinates presentations for staff and elected officials
- **Other Communications Activities:**
 - Manages the City's online presence, including but not limited to the City's website, Facebook, Twitter, and Instagram
 - Develops and delivers presentations and attends meetings, conferences, and workshops
 - Performs all work duties and activities in accordance with City policies, procedures, and safety practices
 - Trains elected officials in communications and effective media presentations
 - Facilitates environment that encourages interdepartmental cooperation and sharing of information
 - Supports continuous process improvement initiatives
- Regular and predictable attendance is required
- Other duties as assigned

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

- Bachelor's degree from an accredited college or university in Journalism, Public Administration, Communications, Political Science or a closely related field
- Minimum of five (5) years of experience in public administration, including media relations, preferably in a local government environment, and some experience in legislative relations activities
- Or any equivalent combination of education and experience which provides the required knowledge, skills, and abilities

Certificates, Licenses, Registrations:

- None Required

Physical Demands:

- While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and see, talk, and hear.
- The work environment is an office setting that is normally quiet.

Other Skills and Abilities:

- Knowledge of public management, organizational and administrative theories, and current practices in municipal government
- Knowledge of the current practices of all forms of strategic communications and media relations as they relate to City Government's policies and operations
- Understanding of all current City policies and initiatives
- Knowledge of the basic laws, ordinances, and regulations underlying City Government
- Knowledge of City Government including both Federal and State regulations and laws which effect the operation of the City
- Knowledge of the legislative process at both the City and State levels
- Ability to recognize and define areas of concern to the Chief of Staff and Mayor
- Ability to use interpersonal skills, diplomacy, and tactful persuasion to communicate and accomplish City objectives
- Ability to write effectively in order to prepare speeches, press releases, and other communications
- Ability to prepare accurate and reliable reports on issues concerning City policies and initiatives
- Ability to prioritize tasks and projects with effective time management skills
- Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities
- Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities
- Demonstrated ingenuity and inventiveness in the performance of assigned tasks