



## City of **Spokane** Washington

An invitation to apply for the position of

### **Director of Communications and Marketing**

**\$90,007.98 to \$108,095.76 annually**

Open Until Filled, First Review of Applications on August 13, 2018

#### **Spokane, Washington**

The City of Choice

Nestled in the Inland Northwest at the foothills of the Rocky Mountains, Spokane, Washington, is a vibrant growing community that still has a small-town feel. Spokane's affordable housing, growing arts and theater community, and fine colleges and universities make it a choice destination for families and working professionals alike, and outdoors enthusiasts will relish Spokane's prime location close to skiing, hiking, camping, lakes and beaches, and other recreational pursuits. Spokane is the business hub of the Inland Northwest, with an international airport, multiple business and industrial parks, and high-tech infrastructure. With seventeen local golf courses, award-winning local wineries, and Broadway plays at the Opera House, Spokane is a fantastic place to put down roots. There's something here for everyone.

#### **Nature of Work:**

Responsible for planning, development and implementation of all of the City's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services in the areas of marketing, communications and public relations. Directs the efforts of the marketing, communications, and public relations staff and coordinates at the strategic and tactical levels with the other City departments. Maintains primary working relationships

with the Mayor, City Administrator, Cabinet members, department staff, and service providers; outside of the City, coordinates primarily with the media.

#### **General Functions:**

- Responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications, and public relations program that will enhance the City's image and position within the community while facilitating internal and external communications.
- Responsible for articulating the City's desired image and position and assure consistent communication of image and position internally and externally.
- Responsible for the achievement of the communications mission, goals, and financial objectives.
- Responsible for short- and long-term plans and budgets for the department, including monitoring progress, assuring adherence, and evaluating performance.

#### **Examples of Work:**

- Advise City management in the development/maintenance of effective policies, plans, and practices, which affect its relations with the public. Advise the Mayor, City Administrator, City Council,

- Cabinet, and departments on a variety of complex issues, public perception, and emerging concerns.
- Serve as the corporate spokesperson for the City of Spokane. Independently respond to news media requests for information, interviews, and provide City perspectives/opinions. Plan, coordinate, and direct preparation and dissemination of informational materials to mass news media. Represent the City in public venues and events.
- Assist departments with responding to requests from the news media and the public on issues pertaining to departmental activities, including representing the City at public meetings, news briefings or events and making public presentations.
- Provide technical assistance, including scripting and editing, to departments, boards, and commissions on City-wide public information programs.
- Publicize and promote varied City programs using a multi-media approach including news releases, newsletters and brochures, consumer publications, radio and television, internet, social media, email newsletters, special events, emerging internet-based technologies, and social media channels, and news conferences on local, state, and national levels.
- Formulate City-wide policies and programs which strengthen and guide internal and external communications.
- Develop, implement, and monitor the City's graphic standards and branding and supervise and approve the type, design, and content of City publications.
- Supervise CityCable 5 staff and direct the development and production of programming.
- Supervise the City's graphic designer and Public Information Assistant.
- Supervise City WEB Group and Reprographics staff.
- Lead the City's communication team, including Division Communications Managers, coordinate messages throughout the City, and ensure cooperation among all communicators.
- Lead internal communication efforts and work with Human Resources on execution.
- Make decisions on issues related to the City's external website and internal share. Manage and provide content for the City websites "first tier."
- Direct the City's emergency public information and communications efforts and represent the City in county-wide or region-wide emergencies as part of the County Joint Information Center (JIC). Manage the communications functions under the City's Business Continuity Plan and infectious disease plans.
- Administer the City's cable franchise and lead refranchising negotiations with the cable company. Serve as the City staff liaison to the Spokane Regional Cable Advisory Board. Develop and manage contracts and annual grants with community and education access channels. Provide Mayor and Council advice on franchise issues, including future direction of the cable industry and related technologies as well as federal and state regulatory changes.
- Develop and manage the Communications department budget and complete administrative tasks as needed.

#### **Requirements of Work:**

Knowledge of:

- Methods of determining the needs for public information and education.
- Methods and techniques of utilizing mass news, social media, and multi-media sources.
- Methods and techniques of evaluating effectiveness of communications efforts.
- Methods and techniques of using telecommunication and emerging internet-based technologies.
- Methods and techniques of emergency and crisis communications.
- Strong interpersonal skills and ability to work as a member of a team.
- Strong communication skills, including written and oral.
- Strong interpersonal skills.

**Ability to:**

- Organize, prepare and present comprehensive communication programs.
- Establish and maintain effective and cooperative working relationships with all City departments, Mayor, Council, and the business community and media.
- Directly deal with various levels of governmental agencies, to include the legislature(s).
- Work and communicate with citizens from various backgrounds.
- Write speeches and articles on behalf of elected officials.
- Work independently of supervision.
- Understand and synthesize complex issues in a variety of disciplines to communicate to internal and external audiences.
- Identify and be responsive to community needs.
- Employ creative and flexible approaches when establishing resolutions.
- Conduct research and prepare complex reports.
- Collaborate with a group of professionals and support staff.
- Manage multiple projects at a time.

**Working Conditions and Physical Demands:**

Work is conducted primarily in an office setting. It also involves frequent attendance at meetings, including many that are conducted on weekends or during the evening. The work also involves irregular hours and some out-of-town travel. Incumbents are expected to communicate verbally, in person, and by telephone. A computer is used and may require the use of repetitive arm-hand movements. The incumbent must be able to occasionally lift and/or move up to 20 pounds.

**Minimum Qualifications:**

A Bachelor's degree from an accredited college or university with a major in Journalism, English, Communications, Marketing, Public Relations, or a closely related field; seven (7) years of professional experience or working with the public sector involving journalism, communications, and/or public relations and supervision. Experience in dealing with the public and making public presentations. A postgraduate degree is preferred in a major field related to communications and may be substituted for up to two (2) years for the required work experience. Preference may be given for advanced degree. Previous experience with a municipality is desired, but not required.

**Behavioral Standards:**

Respectful, courteous, and friendly to customers, other City employees, and City leadership. A team player that helps the organization meet its objectives. Takes initiative to meet work objectives. Effectively communicates with customers and other City employees. Gets along with co-workers and managers. Positively represents the City, maintaining the trust City residents have placed in each of us. Demonstrates honest and ethical behaviors.

To apply, please send a cover letter, resume, and exempt application, to Greg Kinyon, 808 W. Spokane Falls Blvd, 4th Floor City Hall, Spokane, WA 99201 or [gkinyon@spokanecity.org](mailto:gkinyon@spokanecity.org). Fax: (509) 625-6379.

**The City of Spokane is proud to be an  
Equal Opportunity / Veteran's Preference Employer**

