



An invitation to apply for the position of
Division Communications Manager

\$75,606.48 to \$100,307.52 annually

Open until filled. First review of applications on May 29, 2019

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:

Under general direction, the Division Communications Manager develops and implements strategic communications plans for City divisions. The primary role is to gain exposure for the City through information placement and community outreach via a number of communications tools and to work in unison with other communication experts within the City to inform and educate the public on behalf of the City. Incumbents operate as communications subject matter experts within a division and are responsible for maintaining communication consistency with other

City divisions through the Communications and Marketing Director. Plans, develops, organizes and monitors an on-going communications program that enhances communication between the City and its citizens. Manages and presents critical and sensitive information to facilitate advancement of the organization's overall goals. Serves as the spokesperson for division departments.

Supervision:

Work is performed with considerable independence within the framework of general policies established by the division director and the City's Communications and Marketing Director. Employee trains, supervises, and coordinates the schedules for temporary/seasonal employees and volunteers.

General Functions:

- Administer an effective communications program to maintain a positive image for assigned division and direct communication to avoid presenting the City and its programs in a negative light. Represents the City in public venues and events.
- Independently responds to news media requests for information and interviews. Plans, coordinates and directs the preparation and dissemination of varying communication and informational materials to mass news media on a day to day basis, which may include specific expertise requirements. Manages crisis management related communications.

- Publicizes and promotes varied division programs using a multi-media approach including news releases, newsletters and brochures, consumer publications, radio and television, websites, email newsletters, special events, social media and news conferences on local, state and national levels.
- Oversees customer service and communication with the public to ensure high levels of service and support for division efforts.
- Implements and monitors the City's graphic standards and branding, and supervises and approves the type, design and content of publications. Provides technical assistance, including scripting and editing, to departments, boards, and commissions on public information programs.
- Responsible for advising and coordinating the collection and dissemination of information related to assigned division services. Works as part of the communications team to develop proposals and new communications tools
- Formulates policies and programs which strengthen and guide internal and external communications. Designs, plans and develops divisional promotions and publicity including public service announcements, flyers, brochures, display advertising, news releases, newsletters, press conferences, audiovisual materials, etc.
- Designs, develops, implements, and coordinates all aspects of community involvement, including various community projects; facilitates the formation of community councils and associations; serves as staff assistant to citizen advisory groups; conducts research on issues, schedules and may facilitate meetings; and assists councils in writing policies, bylaws, and related documents.
- Activities may include a Speaker's Bureau, community informational meetings and workshops, as well as displays and booths for trade and scientific shows and fairs.
- Prepares and/or provides technical graphics and desktop publishing assistance to other staff members working on preparations for briefings and displays. Provides public relations advice and assistance to staff as necessary.
- Makes oral presentations about assigned programs and arranges for representatives from other divisions or agencies to speak. Prepares and/or distributes award applications. Develops and manages tour programs.
- Staff leader and coordinator for seasonal and volunteer programs. Includes new member recruitment, training, and all seasonal employee and volunteer community activities (includes community groups, fairs, exhibits, and presentations).
- Advises division and department directors in the development and maintenance of effective policies, plans and practices which affect its relations with the public and on a variety of complex issues, public perception and emerging concerns.
- Serves the public by investigating and providing answers to requests for information and needed services. Advises Communications and Marketing Director and other departments, as needed, of concerns and questions brought by the public.
- Responsible for implementation and development of communication plan for ongoing Integrated Clean Water Plan, Combined Sewer Overflow projects and stormwater projects, including facilitation of public meetings.
- Manages and provides content for division and department websites.
- Keeps division director apprised of external communications by monitoring the media, including newspapers, magazines, journals, broadcasts, newswires and blogs.
- Performs related duties as required.

Requirements of Work:

Knowledge of:

- Considerable knowledge of the principles, practices, and techniques of communication, public relations and speaking, journalism, marketing, mass media and research.
- Local and state political processes, policies and procedures, pertinent laws, regulations, and governmental issues and initiatives.
- Methods and techniques of determining the needs for public information and education; utilizing mass news and multi-media sources; evaluating effectiveness of communications efforts; using telecommunication and emerging

internet-based technologies; and of emergency and crisis management.

- Methods, principles, and practices of effective conflict resolution; and principles and practices of effective communication plan preparation and administration.
- Principles of supervision, training and performance feedback.

Ability to:

- Proficiently utilize Adobe Suite Photoshop, InDesign and Illustrator; and possess advanced skills in the current version of MS Office, Excel, PowerPoint, and Outlook applications.
- Organize, prepare and present comprehensive communication programs using mass news and multi-media approaches; advise management of policies and practices relating to public communications and issues management; work and communicate with a diverse citizenry from various socioeconomic backgrounds; effectively utilize all forms of electronic and print media; and utilize computer technology to achieve desired results.
- Express complex concepts in clear and concise language for the City Council, Mayor, City officials, staff and the general public; understand and synthesize complex issues; and to incorporate a variety of disciplines in the communication of target audiences. Effectively communicate both verbal and in writing; and interact respectfully and sensitively with individuals and groups to facilitate group discussions and gain consensus within diverse groups.
- Initiate and maintain cooperative relations with members of the media, public and private officials and the general public; and with employees and management at all levels of the organization.
- Conduct research, assimilate technical information and explain it to the general public in an easily understood manner. Employ creative and flexible approaches when establishing resolutions.

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

Any combination of education and experience which would provide the required knowledge, skills and abilities, is qualifying. Generally this would include:

Graduation from an accredited four-year college or university with major course work in journalism, English, communications, mass media, marketing, public relations, or a closely related field; AND, four years professional experience in journalism, communications and/or public relations. Demonstrated experience in the implementation of community involvement, public relations or related programs with specific experiences in writing and development of communications tools; and managing projects in a multi-media environment including web, print, radio, and television environments.

Preference given for experience in the following areas:

- Demonstrated ability and understanding of governmental and municipal programming processes and substantive experience working in a political environment.
- Past experience in marketing, promotional work, or in mass communication.
- Graduate degree in the any of the above disciplines or a closely related field.

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. Fax: (509) 625-6379.

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