

City of Dunedin, Florida
Class Description

POSITION TITLE: Communications Manager
Communications Department

GENERAL STATEMENT OF JOB

Under limited direction, the Communications Manager serves as a City-wide communication advisor working with City leadership and staff in the effective implementation of communication strategies. Provides project leadership for external communication/branding initiatives and serves as the project manager for integrated City multimedia campaigns. The Communications Manager collaborates with members of the Communications staff and City content creators to manage and align campaigns and digital, social and video messages with the City's brand and communications goals. This position reports to the Director of Communications and serves as the Department's Acting Director when designated.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.

Serves as a communications/public relations expert to City Departments/Divisions, leadership to develop communications strategies for programs, initiatives and often complex issues that may impact various audiences.

Builds relationships with other City Department/Division Directors, Dunedin community leaders, and appropriate Pinellas County organizations and leaders to successfully collaborate on city-wide and regional projects and initiatives.

Creates content for all digital properties including websites and social media platforms, videos/video script writing and print/collateral marketing materials.

Develops and nurtures media relationships, manages media requests and proactively pitches positive stories about the City of Dunedin.

Creates and collaborates with Communications team members and other City staff content creators for consistent brand messaging, writing/editing social media posts, storytelling, video concepting, script writing, quality production and best use of social media platforms.

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Manages and publishes the weekly digital DunediNEWS using the City's CMS and City social media platforms.

Communicates with social media followers, including responding to queries in a timely manner, 7 days a week.

Uses analytical tools such as Google Analytics to monitor and evaluate the City's social media presence and performance.

Works with staff to prepare weekly and monthly reports on social media performance results.

The Communications Manager will serve as Acting Director of Communications when designated.

Assists with Emergency Communications and Public Information as directed; and assists the Communications Director if the Emergency Operations Center (EOC) is activated.

Attends meetings of the City Commission, civic groups, Boards & Committees, and additional meetings as requested.

Assists with updates to the City's Website.

Photographs City events and/or meetings as needed.

Produces graphic design images as needed for digital platforms.

ADDITIONAL JOB FUNCTIONS

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

Creates/writes Communications Briefs/Plan for issues management outlining the project or campaign message, methods, messengers and metrics.

Attendance at weekend or evening events may be required.

Seeks opportunities for professional development and training.

Performs routine office work as required, including but not limited to answering the telephone, creating reports and correspondence, assisting constituents, recording/retrieving data on computer, etc.

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Performs other duties as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree or higher in Strategic Communications, Public Relations, Marketing or a related field, with at least five (5) years of verifiable work experience in strategic communications, public relations and social media/digital strategy, or marketing, with a proven track record of success.

Strong understanding of social media/digital marketing, communications platforms, including Facebook, X(Twitter), Instagram, YouTube, LinkedIn, and others.

Excellent communications skills including writing, speaking, social media and visual story telling/video production.

Ability to analyze and interpret data, and make data-driven decisions.

Ability to work effectively in a fast-paced, deadline-driven environment.

Familiarity with social media advertising platforms and tools.

Experience managing social media crisis communications a plus.

Similar work experience in a municipal government setting with a general knowledge of the Sunshine Law and Public Records in Florida is preferred, but not required.

An equivalent combination of education, training, and experience will be considered.

SPECIAL REQUIREMENTS

Public Information Officer training and certification is required, or must be able to obtain within the first year of employment.

Experienced with digital and social media platforms including Canva, Adobe Creative Suite, ChatGPT or other AI platforms.

Requires a valid Florida driver's license.

This position is Category A for the purposes of Dunedin Emergency Management. The incumbent may be required to remain onsite/ available as scheduled during times of emergency as declared by the City/County Commission or City Manager, or report for duty immediately following an emergency event.

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PERFORMANCE INDICATORS

Knowledge of Job: Has thorough knowledge of the methods, procedures and policies as they pertain to the performance of essential duties of the Communications Manager. Possesses considerable knowledge of the methods, principles, and practices of journalistic writing and editing as applied to public relations and promotion of municipal activities. Must possess a working knowledge of digital photography, public speaking, graphic design, video production, social media and editing. Ability to deal with public relations problems effectively, courteously, and tactfully. Is able to communicate clearly, concisely, and accurately through verbal, written and visual presentation.

Team leadership and organizational skills to manage, guide and curate content from Communications staff and other City content contributors; ability to communicate clearly and concisely; demonstrated proficiency with writing and editing digital/social media. Ability to follow written and verbal direction, and demonstrate excellent customer service skills. Is able to maintain confidentiality as required. Has the ability to plan, organize and prioritize daily assignments and work activities. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to comprehend, interpret and apply, regulations, procedures and related information to properly disseminate data. Is able to compile, assemble, copy, record and/or transcribe data and/or information as needed according to effectively communicate with internal and external stakeholders.

Human Interaction: Requires the ability to exchange information for the purpose of obtaining information or clarifying details. Has the ability to maintain effective working relationships with staff, including department heads/division directors, elected officials as well as other employees, community leaders and the general public. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the City and the department. Is able to offer assistance to fellow employees as necessary.

Equipment, Machinery, Tools and Materials Utilization: Requires the ability to use, operate and/or handle equipment such as a computer, copier, fax machine, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned duties.

Mathematical Aptitude: Requires the ability to perform addition, subtraction,

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multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

Verbal Aptitude: Requires the ability to use a variety of reference and descriptive data and information. Has considerable knowledge of proper English usage, vocabulary, punctuation and spelling, English grammar and composition. Must be able to speak, write and understand English.

Functional Reasoning: Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to read and interpret various materials pertaining to the responsibilities of the job.

Situational Reasoning: Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

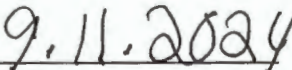
Sensory Requirements: Tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive computer screen exposure.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



Director of Communications



Date