ASHEVILLE, NORTH CAROLINA

Classification Specification

Director, Communication & Public Engagement
Job Code: 1070
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to plan, direct, and oversee public relations, marketing, public engagement, and other communications activities and staff.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises, directs, and evaluates assigned staff: plans, directs and reviews work of individuals and the team; processes employee concerns and problems and counsels as appropriate; recommends discipline, disciplinary actions, or discharge; completes employee performance appraisals and recommends salary increases; acts as a liaison between employees and City Manager and City Council; and trains staff in operations, policies, and procedures.

Organizes, prioritizes, and assigns work: prioritizes and schedules work activities in order to meet objectives; oversees employee work schedules to ensure adequate coverage and control; ensures that subordinates have the proper resources needed to complete the assigned work; monitors status of work in progress and inspects completed work; consults with assigned staff to assist with complex/problem situations and provide technical expertise; and provides progress and activity reports to City Manager, City Council, and others as requested.

Develops and implements long- and short-term plans, goals, and objectives for the department: researches, assesses and develops strategies to meet current and future issues and concerns regarding City communications and public engagement; and implements needed changes, modifications and/or enhancements.

Develops, implements, and updates policies and procedures for the department: formulates and develops work methods and practices, policies, standard operating procedures, and training programs; ensures compliance with applicable local, state, and federal laws; monitors implementation of rules and regulations; and updates policies and procedures as required.

Develops, defends, and implements department budget: determines budget allocations for staffing, technology, equipment, and other outlays; coordinates with department staff regarding budget needs and recommendations for neighborhood and community engagement, public and media relations, website, advertising, and other communications needs; submits department budget to City Council for approval; monitors expenditures to ensure compliance with approved budget; and maintains related financial and budget documentation.

Provides general oversight and professional advice regarding all projects with City image, public relations, and public engagement impact: receives and processes sensitive, complex and confidential material and information; apprises City administrators and elected officials of issues, problems, and opportunities relating to public relations and public engagement; advises and counsels City officials and employees regarding media relations and interviews, talking points, public engagement, and other communications strategies and issues, including emergency and crisis communications; and ensures compliance with applicable laws, rules, regulations, standards, policies and procedures.

Directs day-to-day activities of the department: directs and manages image and media campaigns; directs and manages writing and publishing of press releases, website and social media content, newsletters, emails, and other internal and external communications tools; directs and manages cable television operations; directs and manages public engagement events, activities, and strategies; and facilitates and participates in various committees and work groups regarding communications and public engagement activities.

Maintains a current, comprehensive knowledge and awareness of applicable laws, regulations, principles, trends, and practices relating to government communications, marketing, and public engagement; reads professional literature; maintains professional affiliations; and attends meetings, workshops, conferences, and training sessions as required.

Communicates with City administrators and elected officials, supervisor, subordinates, co-workers, other City employees, third party service contractors, the public, the media, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, invoices, drafts, contracts, timesheets, communication and engagement plans, department and staff progress and activity reports, performance appraisals, presentations, analytics and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Master's Degree in Public Administration, Communications, or a related field required; supplemented by five years of progressively responsible experience in marketing, public and media relations, and public engagement, to include lead or supervisory experience.; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: None.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to synthesize, hypothesize, and/or theorize concerning data involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions. Requires the ability to do so within the context of existing organizational theories and management principles.

Human Interaction: Requires the ability to function in a managerial capacity for a division or organizational unit; includes the ability to make decisions on procedural and technical levels.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of logical or synthesis functions; to deal with several concrete and abstract variables; and to analyze major problems that require complex planning for interrelated activities that can span one or several work units.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness, and creativity in critical and/or unexpected situations involving moderate risk to the organization.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

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