

**CITY OF AURORA  
POSITION DESCRIPTION**

**JOB CODE: TBD  
SALARY GRADE: E19  
EFFECTIVE/UPDATED: 7/13/2021**

**CHIEF COMMUNICATIONS & EQUITY OFFICER**

**Definition**

Under the direction of the Mayor, the Chief Communication and Equity Officer, leads strategy across communications; community events; and equity and inclusion for the City of Aurora. Oversight of the Communication and Equity Department and the subdivisions of Communications, Special Events Oversees the creation of executive communications to inform stakeholders, shape the narrative and maintain brand consistency; facilitates the production of standard and special community events; and ensure the strategic integration of equity and inclusion across all organizational objectives.

**Equipment/Job Location**

The position requires the use of various office equipment including a computer, telephone, copy machine, and fax machine. Normal office environment where there is no physical discomfort or exposure to hazards. Operation of a motorized vehicle is also required.

**Essential Functions of the Job**

1. Manages the City's Communications Division, including but not limited to overseeing and
  - Serving as the official spokesperson for the City and the Mayor
  - Creating press releases and marketing campaigns.
  - Preparing presentation materials for the Aurora City Council
  - Facilitating media relations with local, regional and national media outlets
  - Developing strong relationships with media reps
  - Developing talking points, remarks, speeches for mayor and executive officers
  - Producing relevant municipal content for distribution
  - Maintaining the local public access television station
  - Procuring website services and materials
  - Developing internal publications and relevant materials
2. Manages the City's Community Events Division, including but not limited to overseeing and
  - Facilitating standard community events (i.e. parades, ribbon cuttings, etc.)
  - Developing timely and relevant special events for the community
  - Producing regular presentations for Aurora City Council meetings
  - Developing interconnected events with local, regional and national partners
  - Providing ideas and initiatives for internal events for staff
3. Manages the City's Equity and Inclusion Division, including but not limited to overseeing and
  - Developing and implementing an internal and external plan for Equity and Inclusion rooted in the City's mission, vision and goals

- Providing leadership, collaboration, and support to City officials and City Council for Equity and Inclusion initiatives
  - Developing consistent communication to ensure Equity and Inclusion initiatives are publicized to the organization and the community.
  - Working across the organization and the community to provide input about policy/practices from an equity lens
4. Provides direct supervision and evaluation of assigned staff.
  5. Provides staff assistance and administrative management to assigned Boards and Commissions.
  6. Perform other duties as required or assigned.

### **Required Knowledge and Abilities**

- Requires considerable knowledge of the principles, techniques and methods of media/public relations, marketing and communications.
- Requires the knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids.
- Requires the knowledge of advertising and publicity techniques.
- Requires ability and knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Thorough knowledge of government policies specifically related to strategic planning, organizing, directing, and coordinating local government operations.
- Management of Personnel – Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train and evaluate the work of assigned staff.
- Customer Service — Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.
- Technology – Knowledge of current trends and practices related to the use of technology in municipal auditing and related activities.
- Requires the ability to acquire a working knowledge of the rules and regulations governing the City of Aurora.
- Requires working knowledge of program development, implementation and evaluation.
- Requires a working knowledge of civic engagement and outreach strategies.
- Requires the ability to work independently.
- Requires ability to establish and maintain effective working relations with municipal employees, officials and the general public.
- Requires excellent interpersonal skills in dealing with various groups.
- Requires excellent oral and written communication and public relations skills.

### **Qualifications for Hire**

- Requires a Bachelor's Degree in Business Administration, Communications or related field ten (10) years of progressively responsible management experience with a local government or large corporate public communications, and 3-5 years of supervisory experience, or an equivalent combination of education and experience.
- Requires a minimum of six (6) years supervisory experience
- Requires a valid driver's license.