



City of Aurora

JOB DESCRIPTION

TITLE: COMMUNICATIONS MANAGER
DEPARTMENT: Communications and Marketing
LABOR GROUP/PAY PLAN: Executive Pay Plan
LOCATION: City Hall

JOB CODE: 22195
SALARY GRADE: E15
FLSA STATUS: Exempt
EFFECTIVE: 9/28/2023

Definition

Under the direction of the Chief Communications and Marketing Officer, the Communications Manager oversees the division by planning, directing, and supervising the work of staff within the division of Communications. The Communications Manager position is responsible for providing strategic guidance and oversight to a centralized team of media, communications, and multimedia services professionals; creating and administer the City communication plan to promote City initiatives, foster a culture of engagement, maximize communications resources, and ensure a unified city message.

Physical Demands and Equipment

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. Provides leadership and strategic direction for determining priorities, goals, and objectives to ensure City communications are current, accurate, effective, and timely; ensures appropriate dissemination of information from all City departments and services.
2. Responsible for oversight of all media communications through various print, internet, and social media sources.
3. Plans, organizes, and coordinates complex project activities including the development and execution of a comprehensive Communications Plan by coordinating with other departments, senior management, and staff.
4. Schedules media activities, informational meeting or conferences with community leaders and elected or appointed officials; coordinating public special events, comprehensive informational campaigns and other promotional, educational, or communications strategies to support major city initiatives and build community awareness.
5. Responsible for overall management of the communications division; including budget research, development, preparation and budget monitoring to ensure cost effectiveness.
6. Ensures that purchasing and financial transactions are properly conducted in accordance with City administrative policies and procedures.
7. Collaborate effectively with municipal employees, officials, and the general public to ensure that all communication is maintained and up to date.

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8. 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 knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures, and other visual aids.
- Requires 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 service. 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 working knowledge of civic engagement and outreach strategies.
- Requires the ability to work independently.
- Ability to interact and communicate effectively with a variety of audiences.
- 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.
- Requires a minimum of five (5) years of progressively responsible management experience with a local government or large corporate communications.
- A minimum of one (1) year of supervisory experience, or an equivalent combination of education and experience.
- Requires a valid driver's license.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by an employee assigned to this position and are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

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The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

JOB DESCRIPTION ACKNOWLEDGEMENT

I, _____, acknowledge that I have received a copy of my job description. The description of COMMUNICATIONS MANAGER describes the duties for employment in this position. I acknowledge and understand that this is not a contract of employment. I understand that I am responsible for reading this job description in its entirety and complying with all job duties, requirements, and responsibilities contained herein, and any subsequent revisions

I understand that the physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions by contacting the Human Resources Department.

The City of Aurora is an Equal Opportunity Employer.

Applicant/Employee Signature

Date