

**CITY OF AURORA
POSITION DESCRIPTION**

**JOB CODE: TBD
SALARY GRADE: E17
EFFECTIVE/UPDATED: 7/13/2021**

DIRECTOR OF COMMUNICATIONS

Definition

Under the direction of the Chief Communications and Equity Officer, the Director of Communication oversees the division, plan, direct, and supervise the work of staff within the division of Communications. The Director of Communications position is responsible for providing strategic guidance and oversight to a centralized team of media, communications, and multimedia service 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.

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. 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. Ensures that purchasing and financial transactions are properly conducted in accordance with City administrative policies and procedures.
6. Responsible for coordinating related items for placement on City Council Agenda.
7. 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 5 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.
- Bilingual ability, Spanish is preferred.