City of Shakopee
POSITION DESCRIPTION

TITLE: Communications Manager
DEPARTMENT: Administration
CLASSIFICATION:
REPORTS TO: City Administrator
STATUS: Full-Time, Non-Exempt
PAY GRADE: 180
LAST REVIEWED: 06.15.2021

SUMMARY
Manages the city's efforts to inform, educate and communicate with residents, businesses, employees and other stakeholders via print, digital and social platforms. Responsible for content, organization, and layout of city website, newsletters, press releases, brochures, and other informational pieces. Oversees the city's communications strategy, branding, social media, video production and cable channel operations. Responsible for the public relations outreach of the city and supervision of all communications personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES
- Guides the city's overall external and internal communications strategy, including organizational branding, marketing and community engagement. Collaborates with City Administrator and Assistant City Administrator to develop city's communication goals by monitoring organizational needs and current communication trends. Distributes news and information to appropriate and varied outlets to reach the target audience.
- Plans, coordinates, and prepares electronic and print newsletters, including soliciting content, writing articles, editing and supervision of graphic layout.
- Responsible for content, organization and layout of external city website and internal employee intranet. Works with individual departments to identify, format and publish relevant information
- Prepares brochures, press releases, news stories and other informational documents in collaboration with city departments for internal and external use.
- Guides the city's use of social media tools such as Facebook, Twitter, Nextdoor, Instagram, YouTube, Linkedin, etc.
- Serves as the organization's Public Information Officer (PIO) and media relations specialist. Establishes and maintains positive relationships with representatives of local and regional media outlets. Works to continuously expand the reach of the city's communication efforts and improve and refine the accuracy, clarity and presentation of information for its intended audience.
- Oversees operation of the Government Access Channel, on-demand streaming services and video production, ensuring the efficient and reliable capture and playback of programming.
- Establishes and manages city's brand to ensure style guidelines are followed and organizational identity remains intact.
- Prepares and monitors spending for communications and telecommunications budgets.
- Oversees city transparency efforts by ensuring all communication and information is accessible, understandable and usable.
- Performs other related duties as apparent or assigned.

SUPERVISORY
- Supervises the communications team which consists of full-time and part-time employees.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED
- Excellent written and oral communication skills.
- Thorough knowledge of English grammar, spelling and punctuation.
- Ability to communicate complex and technical information to a diverse audience including city residents, local businesses, elected officials and members of the media.
- Ability to master content management software for city website and serve as a resource on the software for other city employees.
- Ability to utilize Windows-based desktop publishing software, such as Adobe Creative Suite (InDesign,

Illustrator, Photoshop and Adobe DC).
- Photography skills, including basic knowledge of lighting and composition and the ability to edit photos for use in print and electronic forums.
- Ability to use common Microsoft Office programs, such as Word, Excel and PowerPoint; as well as web-based email and timesheet software. Ability to establish and maintain positive, professional working relationships internally with co-workers and supervisors and externally with representatives of the media and neighboring jurisdictions.
- Ability to work with the public in a friendly, tactful manner.
- Ability to prioritize workload and manage multiple projects or tasks at a time.
- Knowledge of and ability to operate equipment used in video production, recording and broadcast.

INTERNAL/EXTERNAL CONTACTS
- Daily contact with Department of Administration and other departmental staff.
- Daily contact with the public.
- Some interaction with Department Heads to provide support and assistance.
- Some interaction with media representatives.

QUALIFICATIONS

Minimum Qualifications

Bachelor's degree in communications, public relations, journalism, or a related field; five years of related work experience, with two years management experience and a valid driver's license.

Desirable Qualifications

Local government knowledge and/or experience. Fluency in a second language, in addition to English, that has a recognized presence in the community (Spanish, Russian, Hmong, etc.). Master's degree preferred.

WORKING CONDITIONS

The normal work environment is a modern, climate-controlled office building, with moderate levels of noise generated by conversations, phones and other office equipment. The employee is occasionally required to work outside in a variety of seasonal weather conditions to photograph events and may occasionally work in and around emergency scenes to assist the police and fire departments with communication needs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand and move about the office; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employee is required to speak, hear and see to share information, receive instructions and complete tasks using a computer screen. The employee must occasionally lift and/or move up to 25 pounds.

EQUIPMENT REQUIRED TO PERFORM JOB
- Desktop Computer
- Desktop Phone
- Cell Phone
- Copy/Scanner/Fax Machine
- Digital Camera
- Video Camera
- Broadcast equipment