

CITY OF KENT  
POSITION DESCRIPTION

Position Inventory Number: AD07

Classification Specification: COMMUNITY AND PUBLIC AFFAIRS MANAGER

Salary Range: NR45 - Management Benefits Level B

Position Description (Working Title): Community and Public Affairs Manager

Incumbent: \_\_\_\_\_

Location: Mayor's Office

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GENERAL PURPOSE:

Under the direction of the Economic Development Director, the incumbent will develop, implement, and manage the City's long-range communications plan. In this role, the incumbent will serve as a member of the Mayor's Leadership Team and will be responsible for internal and external communications, public affairs and relations, media relations, and marketing. Within the framework of the City's long-term strategic goals, this highly-skilled incumbent will take the lead in the City's communications, effectively displaying an awareness of and a sensitivity to the political issues involved in municipal environment.

Work is characterized by a substantial amount of highly skilled administrative and management duties. Duties include, but are not limited to, developing and implementing a comprehensive, citywide strategic communications plan which includes communications, public relations, media relations, marketing, and public information; lead the City's external and internal communication efforts; oversee coordinate, and facilitate all City communications; serve as a resource to the media; serve as a professional communications consultant to elected officials, management, and City staff; and develop communication and public involvement strategies around issues of particular concern to the Mayor's office, City Council, and City departments.

Work is performed under managerial direction. The supervisor provides the incumbent with assignments in terms of broad practice, precedents, policies, and goals. Work may be reviewed for fulfillment of program objectives and conformance with departmental policy, practice, and/or objective.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Develop and implement a comprehensive, City-wide strategic communications plan which includes communications, public relations, media relations, marketing, and public information. The communications plan will be designed to effectively communicate the City's vision, values, and goals to internal and external audiences, as well as to enhance the City's image with the public, the community and the media; to market the City's programs, services, and events and their value to the community; to encourage citizen participation in the City's decision-making process; to provide community outreach; and to increase the City's visibility in the local and regional vicinity.

Lead the City's external and internal communication efforts and provide public and media relations. Plan, organize, and provide information to the media, the public, community groups, other government organizations, and special interest groups to present a favorable and effective "voice" for all of the City's communications; to enhance the City's image; and communicate City issues, actions, and services.

Oversee, coordinate, and facilitate all City communications including oral, written, televised, and web-based media to effectively and succinctly disseminate information to promote Citywide issues, initiatives, and/or events. Coordinate interdepartmental communications relating to City publications and communication opportunities, seeking consistency in message and quality products.

Produce and deliver oral and written media/news releases, fact sheets, background reports, audio/visual programs, web pages, community newsletters, e-newsletters, publications, educational/promotional materials, and other innovative communication tools, including the development, implementation, and maintenance of a new economic development newsletter; and updating the economic development website.

Establish and maintain positive and effective working relationships with the public, the media, community leaders, local school districts, businesses, other governmental agencies, civic organizations, community groups, and others to effectuate collaboration with and support for the City in its communication, public/media relations, and marketing efforts.

Provide leadership and management of media relations. Prepare the Mayor, City Council Members, City management, and staff for media contacts and events. Anticipate media responses and prepare spokespersons accordingly. Serve as an advisor to the City Council, the Mayor's Leadership Team, and department information officers and coordinators on media relations and communications for high profile and/or politically sensitive issues and initiatives.

Serve as a resource to the media on breaking stories, news features, and publicity campaigns. Coordinate communications with public safety information officers as needed to ensure consistency and accuracy of information being distributed by all City staff.

Serve as a professional communications consultant to elected officials, management, and City staff. Provide guidance and training on appropriate ways to effectively communicate specific messages and policies and issues. The goal is to coach others in their communications to ensure accuracy, consistency, and proper assimilation of information.

Develop communication and public involvement strategies around issues of particular concern to the Mayor's office, City Council, and City departments. This requires the accurate assessment of the intent of the Mayor's office, the City Council, and various City departments and translating that intent into an effective presentation plan. Implement that plan to ensure accuracy and to project the impact of the information released.

Coordinate, monitor, and track City communications with other government organizations at the federal, state, regional, county, and local levels. Regularly interact with other government staff and elected officials. Support Mayor, CAO, Dept. Directors and key staff in tracking intergovernmental correspondence on key policy issues to ensure timely communications on these issues.

In consultation with the Management Team and input from the City Council, develop the City's Annual Legislative Agenda; evaluate impacts of proposed legislation; serve as legislative information liaison between the City and elected representatives; recommend strategies and positions on issues, as requested.

Confer with the Economic Development Director on short and long range planning of the annual budget for assigned programs and activities; staff projections; and goals, policies, procedures, and practices.

Serve as the City's legislative manager to review, analyze, and advise the Mayor, City Council, department directors, and staff of the impacts of potential as well as recently passed legislation.

Work with the City's legislative liaison and other governmental agencies to ensure the City's interests are represented.

Represent the City in legislative and inter-governmental affairs as required.

Provide oversight of the City's Neighborhood Program to include supervision of the Neighborhood Program Coordinator.

Serve as the City's liaison to the City of Kent Diversity Advisory Board. Develop and coordinate the annual planning and communication activities of this board as they conduct outreach to the community with regard to city employment practices, community initiatives and events. Coordinate these efforts with the Kent School District Diversity Alliance. Schedule, plan, and attend the Board's monthly meeting.

Support the Mayor, Chief Administrative Officer, department directors, and key staff in tracking intergovernmental correspondence on key policy issues to ensure appropriate, consistent, and timely communications.

Research, recommend, and develop new emerging communication methods, technologies, and enhancements to better achieve City communication goals.

Provide expertise and policy recommendations relating to communications, public relations, and marketing issues to elected officials, management, and staff.

Develop and manage professional contracts relating to the City's communication and marketing activities.

Respond in a timely and effective manner to inquiries from external organizations and City departments, to the activities, scheduling, and communication needs of the elected officials, management, and staff, including City Council.

Attend meetings and events within the community, such as City Council meetings. Meetings and events may occur in the evenings and on weekends.

Read, interpret, apply, and explain codes, rules, regulations, policies and procedures, goals, and objectives to the public, the media, and internal sources as needed.

Become familiar with, follow, and actively support the vision, mission, values, and behavior statements of the department and the City.

PERIPHERAL DUTIES AND RESPONSIBILITIES:

Perform other duties and responsibilities as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

KNOWLEDGE OF:

- City of Kent's organization, operations, goals and objectives, policies, and procedures
- City of Kent's political environment and sensitivities and the ability to function effectively in that environment
- Kent's community network including area schools, businesses, civic organizations, and other community groups
- Local, regional, state, and federal governmental organizations and functions
- Principles and practices of advanced strategic planning, particularly in a municipal setting
- Principles and practices of public relations, media relations, public speaking, community relations, government relations, economic development, public information, marketing, and advertising
- Public communication planning to include development and production of support materials
- Research methods to include public opinion research techniques, public involvement strategies, and various methods of application in a local government setting
- Project planning, organization, and coordination
- Modern office practices, procedures, technology, and equipment
- Methods, principles, and practices of effective conflict resolution

SKILLS AND ABILITIES:

- A full range of communication techniques and how to strategically apply them in a municipal environment
- Exceptional oral and written communication skills, including a varied vocabulary and the proper usage of English and its grammar, spelling and punctuation rules. This includes the ability to work under pressure with short deadlines and to communicate in a tactful, patient, and courteous manner
- Strategic short and long-range planning in a rapidly changing environment
- The ability to analyze and strategize to develop creative solutions to pertinent communications issues
- Development and implementation of strategic communications and marketing strategies
- Development and presentation of information to various audiences including public officials, the media, community groups, businesses, service organizations, and the public
- Effective public speaking as well as the preparation of supporting print and online materials and multimedia presentations.
- Speech writing and coaching of elected officials and City staff to speak with the public and the media
- Effectively determine and communicate the news value of municipal activities including, but not limited to, the compilation of information and development of news releases and other materials for media distribution and publication
- Research, analysis, and composition of stories, reports, research papers, and other documents to clearly communicate information to the intended audience
- Prioritization and management of multiple, concurrent projects and tasks
- Ability to establish and maintain effective working relationships with City staff, elected officials, the community, businesses, consultants, and other governmental agencies

- Effectively work both independently and within a team environment. Contribute openly, listen, disagree with respect, understand, and acknowledge the ideas of others, work toward consensus, solicit cooperation, and resolve conflict
- Demonstration and implementation of critical thinking and problem-solving skills
- Willingness to take on tough issues and initiate action when appropriate
- Work independently and make decisions with broad guidelines
- Demonstrate positive and effective interaction and communication with individuals of diverse occupational and social-economic backgrounds
- Maintain confidentiality
- Respond to common inquiries or complaints from personnel outside agencies, or the general public
- Develop and implement missions, strategic goals, and objectives for the assigned work

**EDUCATION AND EXPERIENCE REQUIRED:**

**Education:** Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, Political Science or a related field; and

**Experience:** A minimum of five (5) years experience in strategic communications, public/community relations, journalism, marketing, public/government affairs or related field involving the preparation and distribution of public information materials for a public entity or large organization.

**Or:** In place of the above requirements, the incumbent may possess any combination of relevant education and experience which would demonstrate the individual's knowledge, skill, and ability to perform the essential duties and responsibilities listed above.

**LICENSES & OTHER REQUIREMENTS:**

- Valid Washington State driver's license, or the ability to obtain within thirty (30) days of employment
- Bilingual capabilities desired, but not required

**MACHINES, TOOLS, AND EQUIPMENT USED:**

Typical business office machinery and equipment will be used including, but not limited to, a personal computer, telephone, fax and copy machine, calculator, and projector. The incumbent should be familiar with MS Office products including Word and Excel, and have a working knowledge of e-mail programs and the Internet. Familiarity with media equipment is desired.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an 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.

While performing the duties of this job, the employee is regularly required to sit, talk and hear; frequently required to walk and use hands to finger, feel or handle writing utensils and office supplies; occasionally required to stand and reach with hands and arms; and occasionally

required to lift and/or move up to 25 pounds. Specific vision abilities required by this job include close, distance, color and peripheral vision; depth perception; and the ability to focus.

**WORKING CONDITIONS:**

Work is typically performed in an office environment but will also extend to off-site meetings and events. The incumbent will work with and encounter a variety of individuals with different political agendas, goals and objectives, levels of expertise and temperaments. Hours will often extend beyond an eight-hour workday, particularly when evening meetings such as City Council meetings and weekend events are held. The noise level in the work environment is usually moderate.

**SIGNATURES:**

\_\_\_\_\_  
Incumbent's Signature                      Date

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Supervisor's Signature                      Date

Approval:

\_\_\_\_\_  
Department Director/Designee              Date

\_\_\_\_\_  
Employee Services Director/Designee      Date

Revised: 11/08/07