



Town of Oro Valley Classification Description

Title: **COMMUNICATIONS ADMINISTRATOR** Department: Town Manager
Job Code: 1730 Salary Grade: 122
FLSA Status: Exempt

POSITION SUMMARY:

Under general administrative direction, serves as the primary Town spokesperson, plans, organizes and directs the town-wide communications and marketing effort to increase awareness of Oro Valley's services and programs and to enhance the Town's image. Manages public information and develops tools to market the organization's stated mission and values to inform the general public; develops public participation and outreach programs; promotes special events; markets amenities of the Town. Promotes media relations, community and public partnerships. Champions and generates internal communications materials and avenues to increase interdependency, teamwork and Town values. Provides highly responsible and complex administrative support to the Mayor, Council, Town Manager and senior staff.

ESSENTIAL JOB FUNCTIONS:

- A. Plans, implements and maintains a comprehensive communications program that translates the community and media relations, marketing and public education programs for the Town.
- B. Oversees public notification and communication strategies and plans across multiple departments on Town projects requiring citizen participation.
- C. Advises elected officials and senior management on public information, marketing and outreach opportunities and methods.
- D. Responsible for promoting the image, activities and programs of the Town through community and media relations development.
- E. Designs, directs and analyzes contracted market research studies to determine public opinion on town-wide basis and acts as in-house market research consultant and designer for individual department research needs.
- F. Oversees preparation and production of collateral materials across multiple departments to assure the most appropriate and cost-effective design and medium.
- G. Responsible for the preparation of internal and external newsletters, news releases, award applications, master Town calendar of events, and articles for professional journals to promote the Town's officials or staff, programs and services.
- H. Utilizes and promotes public awareness through technical forums such as Granicus computer streaming of Council meetings, website video, audio and IPOD streaming.
- I. Provides or coordinates periodic media relations training and develops general tips and guidelines for media interaction by Town officials and employees.

- J. Provides or oversees graphic design function, overseeing implementation of a standards manual for proper uses of Town's corporate logo, slogan and seal.
- K. Coordinates event invitations, protocols and logistics for officials, dignitaries and Town staff.
- L. Monitors local and national media for trends, legislation, editorial or news stories relating to Oro Valley or similar communities.
- M. Coordinates or conducts public presentations of Town activities, projects or programs to neighborhood groups and citizens, the general public, Council, Town Manager, and staff.
- N. Serves as in-house liaison to citizen groups and business marketing groups such as Chambers of Commerce, TREO, MTCVB, local alliances, Arts Council, and other local or regional partners.
- O. Ensures an inventory of Town photo repository and provides photography of historical and Town-sponsored events, ceremonies, and meetings.
- P. Serves as Town spokesperson, assists with special projects as assigned, prepares complex and sensitive reports, and responds to or resolves difficult and sensitive media and citizen inquiries and complaints.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Theories and principles of public relations, media relations, communications, promotional and marketing methods and techniques.
- Knowledge of newsletter, advertisement, brochure, press release development techniques.
- Principles and practices of advertising, public and media relations and market research.
- Knowledge of computer hardware and software.
- Knowledge of graphic design, layout, printing functions and professional services contract management.
- Knowledge of general Town policies and procedures.
- Skill in conducting and presenting marketing information.
- Skill in networking with national, regional and local officials, news organizations and the media.
- Ability to implement appropriate marketing strategies and use of discretion in evaluating, determining and disseminating information released to the public on sensitive issues.
- Ability to communicate effectively verbally and in writing, producing clear and concise reports and information.
- Ability to recruit, train and oversee staff and effectively plan and direct communications work program and budget.
- Ability to exercise creativity and resourcefulness in developing marketing programs, strategies and plans.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree in Public Relations, Mass Media, Marketing, Communications or related field required.
- Five to Seven (5-7) years of increasingly responsible public, media and/or government relations with program administration with research experience and two years of

supervisory and program development responsibilities; **OR** an equivalent combination of education and experience.

- Master's degree and experience in municipal government communications/public relations is highly desirable.

ENVIRONMENTAL FACTORS and WORKING CONDITIONS:

- Work is performed in indoor and outdoor environments.