



Job Description

Community Relations Director

DEPARTMENT: Community Relations
EXEMPT(Y/N): Yes
REPORTS TO: City Manager

LABOR GRADE: 123
POSITION CODE:

MEETING PERFORMANCE EXPECTATIONS

To perform this job successfully, an individual must perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position is responsible for researching, developing, and disseminating information and materials that promote the City's programs and services to internal and external audiences as part of the City's marketing efforts in accordance with all applicable laws and City of Pascagoula policies and procedures.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Serves as the direct contact for media for the City of Pascagoula.
- Writes and/or edits organizational and informational publications for internal and external audiences as appropriate. These include articles, newsletters and memos for distribution to employees and the public.
- Conducts research on public relations issues to address questions raised by employees and citizens.
- Coordinates media interviews for the purpose of keeping the media and the public informed of the correct information concerning City activities.
- Plans and directs development of informational programs to maintain favorable public perceptions of the City's accomplishments and agenda including presentation and communication of information developed.
- Creatively presents data to employees and the public through traditional and social media avenues.
- Serves as the primary overseer of all City social media platforms and website.
- Serves as a liaison to the public by representing the City at various community and civic functions as deemed necessary by the Assistant City Manager and City Manager.
- Frequently called upon to give interviews and address issues to the media to promote the City's vision.
- Directs the development, and implementation of special events for the community with ongoing evaluation of current events and potential development of new events to build community pride

and increase marketing opportunities throughout the City.

- Prepares and monitors departmental and project budgets; ensures that all purchases are within budgetary constraints.
- Plans, organizes, and prioritizes workloads and staff assignments; trains, motivates and evaluates assigned staff; reviews progress and directs changes as necessary
- Acts as a liaison with state, and federal agencies engaged in related activities of the department.
- Assists with and administers professional service contracts as related to the department.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of public information and marketing.
- Must remain up to date on national business trends, expansions, and closures.
- Any other duties assigned by the **City Manager**.

The absence of specific statements of duties does not exclude those tasks from the position if the work is similar, related, or a logical assignment of the position.

QUALIFICATION REQUIREMENTS:

The requirements listed below are representative of the knowledge, skill and/or ability required to successfully perform the essential functions of this position.

SUPERVISORY REQUIREMENT:

This position directly supervises employees on a daily basis.

EDUCATION and/or EXPERIENCE:

Preferred Bachelor of Science degree - Public Relations, Marketing, Communications or a closely related field preferred, with a minimum of five (5) years substantial media relations, public relations, marketing, managerial experience and grant writing is required.

SPECIAL QUALIFICATIONS:

Computer proficiency in Microsoft Office; previous experience with MUNIS software is preferred. Thorough knowledge of public administration, federal and state grant application administration and management is essential. A thorough knowledge of the community, its needs, growth potential and resources is vital. A valid driver's license is required.

LANGUAGE AND REASONING SKILLS:

Ability to understand written or oral instructions; read, analyze and interpret complex documents, instruction manuals, policies and procedures is essential. Excellent communication skills are required to effectively present information in a one-on-one, small and large group setting. Strong interpersonal skills are essential to maintain effective working relationships with a wide variety of people. The ability to work effectively and efficiently, under stressful conditions, to ensure deadlines are met is essential. Must have demonstrated, through prior work experience, the ability to identify and resolve complex issues and problems in a courteous and professional manner while adhering to an appropriate policy and procedure.

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.

This position requires periods of sustained sitting, standing, and walking and the ability to see, speak, and hear. Work requires physical activity, and occasional light lifting is required. Requires the use of hands and fingers to input data into computer and move materials for special events.

WORKING ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

This position typically performs work in a well-lit, climate controlled, and adequately ventilated office environment and requires observance of safe work practices, fire regulations, and avoidance of falls, trips, and similar office work hazards. Occasionally, outdoor work is required when attending special events and functions.