Position Title: Communications Director
Department: Mayor's Office
Pay Grade: MGT.F
Bargaining Unit: MGT
Employment Status: Full-time
FLSA Status: Exempt
Revised Dates: 1/17; 4/16; 12/13
W/C Code: 8810
Established Date: 5/99
EEO Category: Officials and Administrators
Supervisory Work: Supervises
EEO Code/Name: 0102 Public Administrator

Job Overview Summary:
This position is an advanced administrative and professional position requiring daily interaction with the Mayor. Employees in this position are expected to be able to perform any and all work tasks and comply with any work schedules or attendance or duty requirements, which may be established by City or department rules. Work is performed with considerable independence under the general direction of the Mayor and is reviewed through conferences, review of operations, analysis of reports and recommendations, and evaluation of results achieved.

Note: The following duties are illustrative and not exhaustive. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Depending on assigned area of responsibility, incumbents in the position may perform some or all of the activities described below.

Duties:
- Acts as Mayor's Office Spokesperson on specific issues of policy concern or dealing with controversial subjects as delegated, and cooperates with other departments on the generation of appropriate press releases.
- May develop, coordinate and monitor departmental or agency written material dissemination and administration.
- Initiates or assists in the development of procedures to improve existing communications, programs and services.
- Coordinates and provides intra and interdepartmental functions as required.
- May participate in the selection, placement, promotion, training, safety, appraisal and discipline and supervision of any assigned employees.
- Develops and administers public relations materials and marketing information.
- Oversees and directs Mayor's correspondence.
- Performs related work as assigned.

Minimum Qualifications:
Graduation from an accredited four-year college or university with major course work in public administration, business administration or related courses, supplemented with some graduate work in public administration. Some progressive management staff experience.

Knowledge and Skills:
- Thorough knowledge of the principles and practices of administrative management and public administration.
- Considerable knowledge of the principles and practices of the City organization and Mayor’ Office programs, objectives, procedures and policies.
- Considerable knowledge of the methods and techniques involved in conducting press conferences and release of information.
- Ability to conduct investigations, interpret and analyze data to resolve administrative problems and render necessary advice.
- Ability to work under pressure of public scrutiny and to make appropriate response to media as delegated.
- Ability to communicate clearly, both orally and in writing.
- Ability to establish and maintain effective working relationship with media representatives, employees, other governmental agencies, and the public as necessitated by assignments.
• Ability to work independently and handle complex and sensitive assignments.

**Required Responsibilities:**
Successful demonstration of cultural competence, work standards, quality work product, productivity, and job knowledge are standard expectations for all City staff and employees.

**Core Competencies:**
- Business Acumen
- Decision-Making
- Effective Communication
- Employee Trust
- Innovation
- Staff Development

**Necessary Special Requirements:**
If assigned duties require the use of a personal motor vehicle, an automobile insurance policy that meets the minimum requirements of liability established by the State of Florida for property damage and personal injury coverage must be maintained.

**Public Contact:**
Contacts are an essential component of this position and are for the purpose of obtaining and furnishing information, providing interpretations, responding to complaints as assigned, and similar purposes. Work may involve considerable public contact and usually requires the incumbent to interact with the public, various City departments, and governmental agencies, as needed. Work requires an employee of this class to present oneself in a courteous, tactful, and effective manner.