

COMMUNICATIONS MANAGER

DEFINITION

This position will be a part of the City Manager's Office. The Communications Manager develops and executes the City of San Carlos' Master Communication Plan and implements the City's overall communication strategy.

In addition to advancing the City Council's strategic goals, objectives and key messages, the Communications Manager will create, organize, and direct strategic communications initiatives across all City departments.

The Communications Manager oversees community engagement and directs the development and refinement of City communications; proactively provides accurate, timely, and transparent information pertinent to the San Carlos community; and works to keep the public, providers, media, community partners, employees, and other City stakeholders informed about valuable City information such as available resources, programs, events, and projects.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant City Manager and City Manager. Exercises direct or indirect supervision over other staff as assigned.

ESSENTIAL AND IMPORTANT DUTIES (Illustrative Only)

- Develops and executes the City of San Carlos Master Communication Plan (Plan); ensures the Plan advances the Strategic Objectives of the San Carlos City Council, and is consistent with the City's Mission and Vision statements
- Creates and implements the use of a Citywide Master Communications Calendar; collaborates with all departments to ensure City communications are planned, coordinated, and standardized; updates the Calendar to reflect new Citywide outreach campaigns and provides training to staff as necessary;
- Develops and maintains policies, guidelines, and procedures for communications and dissemination of public information, internally and externally;
- Collaborates with departments to plan and coordinate public meetings, surveys, and other outreach efforts to better understand community views regarding potential City decisions, satisfaction with City services, and preferences for engaging with the City;
- Manages the City of San Carlos Website:
 - Manages content across all departments on the City website; proofreads, edits, and updates content; acts as a gatekeeper reviewing all content before publishing;
 - Composes website content, including: core page content, news items, calendar items, e-notifications, forums, and surveys;
 - Oversees website updates, including preparing and issuing Requests for Proposals (RFPs), conducting needs assessments, selecting vendors, issuing contracts, and managing vendors;
- Manages Social Media Platforms:
 - Oversees all City social media platforms, including: Facebook, Twitter, Instagram,

- Nextdoor, and YouTube; updates the City's Social Media Policy as necessary;
 - Creates engaging content across all platforms; proactively informs the community of programs, initiatives, and events;
 - Monitors and responds to community questions across platforms; actively works to correct misinformation;
- Serves as Editor-In-Chief for Good Living and Spotlight Newsletters:
 - Oversees and coordinates the publishing, printing, and distribution of the Good Living and Spotlight Newsletters, including the Annual Community Report;
 - Manages the associated contract(s) for vendors providing design, publishing, and printing services;
- Researches, develops, writes, and edits informational outreach materials including postcards, flyers, letters, newsletters, emails, blog posts, and other communications to inform the community of City issues, services, programs, and events and oversee work of consultants;
- Develops, plans and implements opportunities to improve public awareness of and
- Updates and edits the City of San Carlos Outreach Guide; ensures City branding, fonts, and colors are updated as necessary; provides training for new staff;
- Oversees City billboard advertising contracts and calendar; manages the Adult Community Center (ACC) electronic billboard, coordinates requests, creates and manages content; updates and edits ACC billboard policy and guidelines as necessary;
- Manages community engagement platform; creates surveys, and prepares reports to Council;
- Creates and develops videos to share with the community that inform and highlight the City's accomplishments, programs, and events;
- Perform related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of

- Advanced principles, techniques and practices of public information, media, marketing and public relations
- Advanced principles and techniques of professional writing, English grammar, spelling, and punctuation
- Principles, practices and concepts of open government and citizen participation and operational characteristics, services and activities of municipal government
- Effective outreach strategies and techniques for engaging community and neighborhood organizations and other such organizations
- Modern office technology, equipment, and procedures.

Ability to

- Lead and manage a comprehensive strategic communication plan, and related community outreach programs;
- Prepare a wide variety of effective, professional, and attractive outreach, utilizing both traditional and social media, to reach target audiences;
- Prepare and present clear, effective, and accurate staff reports, correspondence, policies, procedures, and other oral and written materials;
- Organize own work as well as the work of others, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction;
- Analyze difficult problems, develop a positive course of action and follow through on its implementation; and
- Represent the City effectively in contacts with elected officials, representatives of other agencies, City departments, and the public.

EXPERIENCE AND EDUCATION:

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience: Five (5) years of experience in performing relevant, professional level work in managing public engagement activities, preparing and overseeing websites and social media outlets, and preparing written and visual content for a variety of platforms. Some lead or supervisory experience.

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in public administration, public policy, marketing, communications or a closely related field. Master's degree preferred.

License and Certificate

Possession of or ability to obtain a valid California Driver License at the time of appointment.

SPECIAL REQUIREMENTS

Position may require prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination when using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data, and using a computer, and hearing and speech to communicate in person and over the telephone. The need to lift, drag, and push files, paper, and documents weighing up to 25 pounds also is required. Ability to travel to various locations within and outside the City of San Carlos to meet program needs and fulfill the job responsibilities. Ability to assist with the set-up of event sites. Must be able to conduct City business during day and evening hours, including occasional weekend and irregular hours.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

WORK ENVIRONMENT

Incumbent generally works in an office setting. The noise level in the work environment is usually quiet, but can be moderately noisy. The work environment requires working in a public setting and interacting with members of the public. The incumbent may potentially be asked to work remotely, part or full time, depending on the needs of the organization.