

# CITY OF GROVEPORT

An Equal Opportunity Employer

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## POSITION DESCRIPTION

<b>Employee Name:</b>		<b>Position Title:</b>	Communications Manager
<b>Class Number:</b>		<b>Class Title:</b>	
<b>Position Grade:</b>	6		
<b>Dept./Div.:</b>	Administration	<b>Employment Status:</b>	Full-time
<b>Reports to:</b>	City Administrator	<b>FLSA Status; Pay:</b>	Exempt
<b>Variable Hours:</b>	8am – 5pm with occasional weekends and evening hours	<b>EEO Status:</b>	02 – Professional

### SUMMARY:

Leads in the planning, development, execution and implementation of the City's internal and external communications, public relations and community engagement to drive a brand image through consistent messaging and strategy. Promotes positive community, employee and media relations through effective strategic communication and collaboration.

### QUALIFICATIONS: An example of acceptable qualifications:

Bachelor's Degree in Journalism, Communications, Public Relations, Marketing or related field preferred. Three (3) or more years of experience in communications, public relations, marketing, or related disciplines preferred. Proven success designing and executing marketing and communications strategies and campaigns. Excellent organizational and management skills and ability to meet deadlines. Exemplary written and verbal communication skills.

### LICENSURE OR CERTIFICATION REQUIREMENTS:

Must possess a valid Ohio driver's license and maintain insurability under the City's vehicle insurance policy.

### EQUIPMENT OPERATED:

The following are examples only and are not intended to be all inclusive:

Automobile, personal computer, computer software (e.g., Microsoft Office, Adobe In Design, CMI, PowerPoint and Publisher), social media and web platforms, printer, copy machine, fax machine, digital camera, and other standard business office equipment.

### INHERENTLY HAZARDOUS OR PHYSICALLY DEMANDING WORKING CONDITIONS:

The employee has exposure to chemical compounds found in an office environment (e.g., toner, correction fluid, etc.); ascends and/or descends ladders or stairs; works in or around crowds; occasionally lifts objects 20 lbs or less; occasionally carries objects 20 lbs or less; occasionally pushes objects 20 lbs or less; occasionally pulls objects 20 lbs or less; routinely carry supplies and/or files weighing up to 25 pounds for a distance of up to 100 feet; be able to remain focused on a standard computer monitor for long periods of time; be able to endure stress brought on by an office environment with deadlines, multi-tasks, and the potential for difficult individuals, and; be able to hear the telephone and talk on the phone at a normal conversational level.

Note: In accordance with the U.S. Department of Labor physical demands strength ratings, this is considered sedentary work.

Date Adopted: **TBD**  
Date Revised:

Developed by:  
City of Groveport  
HR Dept.

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## JOB DESCRIPTION AND WORKER CHARACTERISTICS:

JOB DUTIES in order of importance

**ESSENTIAL FUNCTIONS OF THE POSITION:** For purposes of 42 USC 12101:

**30% (1)** With collaboration and consultation with City Administration, identify, plan and implement strategic communication projects, methods and procedures, and initiatives; Communicate strategic communication projects and initiatives with employees; Collaborates with staff and external partners to plan and implement communications that meet City initiatives and goals; Acts as a liaison between City departments/divisions, the public, the media, and other government agencies; Arrange media interviews and serve as media contact at emergency scenes when necessary.

**30% (2)** Provides administrative and communication support such as composing correspondence, completing special projects; Prepares and maintains reports and record systems; Maintains media contacts; Maintains cooperative relationships with citizens, business leaders, elected officials and organizations; Communicates (verbal and written) on behalf of the Administration regarding public relations issues; Conducts research for media materials to be used for the public; Researches, prepares, and writes news releases, press releases, newsletters, documents, and reports.

**20% (3)** Manage social media channels; Coordinate and assist at public events; Tracks and maintains files, utilizes specialized computer programs, and provides general records management/maintenance; Prepares presentations, brochures, posters, flyers, and displays; Compiles and updates records pertaining to public information materials and publicity received from various news media; Manages photos and videos of events for records and for use in various public information releases.

**10% (4)** Demonstrates sound professional work ethics in alignment with the City's core values; Maintains direct oversight of the websites content management, to ensure all online material is current, accurate, and customer friendly.

**10% (5)** Works with other City's departments regarding their web presence, including integrating department web needs and requests and organizational web goals; Coordinates the purchasing of City incentive and promotional items; Files, retrieves files, plans, coordinates, manages time and provides any assistance necessary to the City Council; Participates in City committees and internal and external meetings.

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(6) Maintains required licensures and certifications. Meets all job safety requirements and all applicable OSHA safety standards that pertain to essential functions.

(7) Demonstrates regular and predictable attendance.

(8) Performs other related duties as assigned.

### MINIMUM ACCEPTABLE CHARACTERISTICS: (\*indicates developed after employment)

**Knowledge of:** principles and practices of community and media relations; City organization, operations, goals and initiatives, policies, and procedures; media relations and resources for the dissemination of public information; proper English language usage, grammar, spelling, punctuation and vocabulary; social media; research principles and methods.

**Skilled in:** interpersonal and human relations; written and verbal communication; analytical and problem solver; presenting information to individuals or groups.

**Ability to:** design and implement effective public information programs utilizing a variety of methods, techniques and media; assist in developing and implementing broad-range communication strategies to support City policies, objectives, and activities; respond quickly and appropriately to inquiries from citizens, the media, and other external customers; maintain effective working relationships with the media, community and staff; maintain multiple projects and tasks; prepare public information and advertising materials; exercise discretion and maintain confidentiality; research, write, and edit publications, marketing materials, and reports; accurately determine the news value and City activities; professionally and hospitably communicate through various means, such as oral, written, visual, etc.; effectively plan, organize, prioritize, and schedule work; work independently with little direction; perform the essential job functions.

### POSITIONS DIRECTLY SUPERVISED:

None.

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Signature of City Representative

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Date

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Signature of Employee

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Date

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Date Revised:

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