

City Council Communications Lead

Salary

\$33.05 - \$48.29 Hourly

\$68,744.00 - \$100,443.20 Annually

General Duty Statement

THIS IS AN UNCLASSIFIED POSITION. THIS CLASS SPECIFICATION IS FOR ADVISORY PURPOSES ONLY AND IS NOT COVERED UNDER ANY PROVISIONS OF THE CIVIL SERVICE RULES.

Performs highly-responsible professional planning, organizing and executing public relations on behalf of City Council. Develops and designs website resources, social media, marketing, and educational material or promotional brochures, and literature. Researches, writes, edits, and arranges for the distribution of news releases, publications and special articles. Prepares and edits scripts and speeches for presentation at public meetings or for media. Develops and presents public education programs for schools and community organizations. Plans, arranges, displays, and exhibits materials to promote public relations or inform the general public. Performs related duties as required.

Supervision Received

Works under the technical, general, and/or administrative supervision of a unit or division manager.

Supervision Exercised

May exercise technical supervision over lower-level support, technical, or professional staff.

Competencies (Not listed in order of importance)

Technical Expertise

1. Demonstrates an advanced understanding of the principles, terms, procedures, laws and regulations, and practices of public information, public relations, and journalism.
2. Demonstrates an understanding of Federal, State and local laws, rules, regulations, standards, policies, and procedures governing issues faced by the Saint Paul City Council.
3. Demonstrates an understanding of the organizational and unit structure, policies, rules, regulations, terms, services, mission, and vision for the City Council.
4. Demonstrates an advanced understanding of software applications applicable to the work being performed and an ability to use software applications, office equipment, and related tools to carry out routine and more difficult work assignments.
5. Demonstrates an ability to develop public information policies and procedures in conjunction with City Council leadership.

6. Demonstrates an ability to apply photographic and audio-visual techniques, layout, design and printing processes, communications media, and web design.
7. Demonstrates an ability to prepare and assemble audio-visual materials to support public relations efforts.
8. Demonstrates an ability to maintain and/or design website information.
9. Demonstrates an ability to identify and minimize risks and liabilities associated with pertinent federal and state laws compliance and program accessibility. Resolves issues and refers more complex issues to supervisory staff.

Decision Making and Problem Solving

10. Demonstrates an advanced ability to identify and resolve routine and more complex problems associated with the work.
11. Demonstrates an advanced ability to make decisions independently and as a part of the group decision-making process.
12. Demonstrates an ability to manage conflict appropriately.
13. Demonstrates an ability to coach others in problem solving and decision making.

Communication

14. Demonstrates an advanced ability to effectively listen, speak, write, and interact tactfully in both a work and public setting. Follows complex oral and written instructions.
15. Demonstrates an advanced ability to effectively communicate with a diverse group of employees, associates, and the public in a cooperative, non-argumentative manner, using calm and moderate tones and appropriate language.
16. Demonstrates an advanced ability to gather, analyze, and interpret complex information and effectively resolve a full range of complex challenges associated with the work.

Teamwork, Leadership, and Management

17. Demonstrates an advanced understanding of the priorities, goals, and objectives of the assigned department and an advanced understanding of the departmental mission and vision and how to apply this understanding in daily work.
18. Demonstrates an advanced ability to model desired leader and team behaviors of punctuality, adaptability, and accountability for assigned work. Self-manages one's time and appropriately prioritizes work assignments.
19. Demonstrates effective leadership of work groups by positively influencing others and the work environment and by being considerate, tactful, supportive, and impartial. Demonstrates an ability to manage political processes to produce results.
20. Demonstrates a full performance ability to independently initiate, plan, and coordinate multiple projects ranging from the routine to the more complex.

Customer Service

21. Demonstrates a commitment to established customer service standards and to the continuous improvement of services by recommending service standard improvements and by guiding and orienting others in effective customer service.

22. Demonstrates an advanced ability to develop positive working relationships and an ability to influence internal and external customers, interest groups, and the general public.
23. Demonstrates an ability to obtain, develop, and distribute information of interest to the media, employees, special interest groups, or the general public.
24. Demonstrates an ability to provide general or technical information in response to inquiries from state and local agencies and the general public.
25. Demonstrates a full understanding and respect for diversity of the community, co-workers, and supervisors, including individuals with disability or whose first language may be one other than English.

Requirements

Requirements may be met by one of the following:

1. Bachelor's Degree and two years of experience in journalism, communications, marketing, public relations or a closely related field.
2. Master's Degree and one year of experience in journalism, communications, marketing, public relations or a closely related field.
3. A combination of six years of college level education and progressively responsible experience in journalism, communications, marketing, public relations or a closely related field.

Supplemental Information

Non-Represented City Managers - Employee Group 17, Grade 010.

Essential Functions are the functions that the individual holding the position must be able to perform unaided or with the assistance of a reasonable accommodation. The Essential Functions are Competencies 1-25.