



CITY OF CONCORD
invites applications for the position of:

Community Relations Manager

SALARY: \$42.40 - \$58.29 Hourly
\$7,349.33 - \$10,103.60 Monthly
\$88,192.00 - \$121,243.20 Annually

OPENING DATE: 02/05/18

CLOSING DATE: 03/02/18 05:00 PM

JOB CHARACTERISTICS:

*****OPEN & PROMOTIONAL JOB OPPORTUNITY*****

The City of Concord is seeking an experienced communications professional to serve as its next **Community Relations Manager** in the [City Manager's Office](#).

The ideal **Community Relations Manager** candidate will be:

- A strategic thinker, dynamic communicator, and creative leader;
- Someone who builds partnerships with city departments, and leverages talent across the organization to take the city's communications, social media, and community engagement programs to the next level;
- An individual with a strong interest and experience in social media platforms and current communication strategies, with a good understanding of cultural and generational differences;
- Someone with the ability to understand community culture, values, and priorities, and how to effectively communicate city operations and policies within that lens;
- Someone who inspires and motivates others to assist with employee and community outreach and organizational team building;
- Someone who possesses excellent communication skills and abilities, both oral and written;
- An individual who performs with tact, composure and flexibility --someone who can work with elected officials, community members and employees;
- Someone who possesses strong customer service skills, who can work independently, and also possesses advanced multi-tasking skills;
- An individual who possesses excellent time management skills, and ability to meet tight deadlines; and
- Someone who embraces, promotes, and is guided by the [City's Mission, Vision and Values](#)

SELECTION PROCESS

1. Submit a completed City of Concord application and the required supplemental question responses online at www.cityofconcord.org by **5:00 p.m., Friday, March 2, 2018**. Only application materials submitted online during the filing period will be accepted. Please attach a copy of your resume when you apply. **You must complete the job application in addition to the resume submission in order to be considered.**

2. All qualified applications and supplemental responses will be competitively evaluated, and those candidates demonstrating the strongest qualifications for the position will be invited to participate in a panel interview, which is **tentatively scheduled for the week of March 19, 2018**. If you are selected to participate in the panel interview and are unavailable, we regret that we will not be able to reschedule.

3. Successful candidates will be placed on the hiring list, based on rank, for further consideration to fill

the current regular vacancy, as well as others occurring over the next 12 months.

IMPORTANT: Contact with candidates will primarily be via email. Make sure you list a current email that you **check regularly** on your application.

COMMUNITY RELATIONS MANAGER

Purpose

Performs the research, planning, analysis, training, and communications tasks necessary to develop and administer the City's community relations and public information programs; acts as program/project manager; serves as the City's Public Information Officer; performs related work as required within the context of the City's Mission, Vision, Values Statement and a strong and progressive customer service orientation.

Equipment, Methods & Guidelines

Uses federal, state, and local laws, regulations, policies, and procedures. Typically uses City vehicles, telephones, cameras, and computer systems.

Working Conditions

Conducts work primarily in an office setting and required appearances at a variety of public locations; work includes irregular hours to respond to emergency situations, attend evening meetings, meet deadlines, and achieve objectives.

Physical Demands

Work includes moderate lifting, carrying, pulling, pushing, stooping, reaching and sitting; manual dexterity; speech, visual, and hearing acuity. Includes sustained periods of computer operation.

Supervisory Guidance Received/Given

Under general direction, this position reports to the Assistant City Manager but will receive project and/or issue direction from City Manager. Supervises assigned Printing and Video Services staff.

Allocation Factors/Distinctions

Managerial classification.

EXAMPLES OF DUTIES INCLUDE, BUT ARE NOT LIMITED TO:

1. Administers the City's marketing, public information, and media communications programs; acts as Public Information Officer; may or may not act as City spokesperson. Receives, coordinates, responds, and facilitates solutions to citizen complaints, inquiries, and requests.
2. Responds to media queries; identifies spokespersons, coordinates responses, tracks media coverage, provides advice and support to City staff and elected/appointed officials regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; plans and presents training on public and media relations.
3. Responds to emergency situations as the City's Public Information Officer in the Emergency Operations Center.
4. Prepares and/or edits newsletters, news releases, correspondence, social media posts, reports, speeches, multi-media presentations, and other special communication projects.
5. Develops, implements, and updates policies and procedures for community relations, media relations, video productions, social media, and customer surveys.
6. Leads the City's social media team and oversees staff contributions to social media outlets, with the exception of the Police Department's social media posts.
7. Attends a variety of staff, City Council, and public meetings.
8. Advises staff from all departments on development of marketing and promotional strategies and programs.
9. Coordinates departmental and City-wide survey activities.
10. Produces employee events and awards programs; manages employee team responsible for enhancing employee morale.
11. Responsible for the content of the City Website and Intranet; works with IT staff and departments to change, update, revise and create webpages.
12. Prepares and submits awards nominations.

13. Coordinates City ceremonies, workshops, and meetings as assigned.
14. Serves as staff photographer; photographs City employees, equipment, awards, events, and other City activities.
15. Oversees Concord Cable TV channel; supervises printing and video services staff.
16. Oversees Printing Services Division, goals and budget.
17. Prepares the Community Relations program annual budget; prepares technical requirements for RFP's and evaluates proposals for contracted services.
18. Promotes the City's Mission to make Concord a city of the highest quality by providing responsive, cost-effective, and innovative government services; understands and subscribes to the Vision and Values Statement adopted by the City.
19. Performs other work as assigned.

QUALIFICATIONS:

DESIRABLE QUALIFICATIONS

Knowledge and Abilities

Knowledge of the principles, methods, and trends involved with the administration of public information and community relations programs.

Ability to communicate effectively with City staff, elected and appointed officials, the public, and the media, including preparing/presenting news releases, informational materials, training programs, speeches, social media posts and correspondence; to research, assist, and advise in a full range of community relations activities, including the use of social media, cable television and computer systems; to design and implement marketing campaigns to promote City services, programs, and special events, including the targeting of special population groups; to provide supervision and coordinate the work of other professionals; to collect and analyze complex and sensitive information, and to draw valid conclusions; to understand, interpret, and apply appropriate rules, regulations, and procedures; and to establish and maintain cooperative relationships with those contacted in the course of work.

Education/Experience

Any combination equivalent to experience and education that would likely provide the relevant knowledge and abilities would be qualifying. Generally, this will require:

Education: Possession of a Bachelor's Degree in Communications, Public Relations, or a related field. Master's Degree in Communications is desirable.

Experience: Five years of professional experience in public relations, public communications, or related government experience.

OTHER:

A California Driver's License and satisfactory driving record are conditions of initial and continued employment. An Accreditation in Public Relations (APR) designation from the Public Relations Society of America (PRSA), California Association of Public Information Officials (CAPIO), or comparable professional association is desirable.

The City of Concord is an Equal Opportunity/Veteran's Preference Employer.

The provisions of this bulletin do not constitute a contract, express or implied and any provisions contained in this bulletin may be modified or revoked without notice. It is a policy of the City to refuse to consider a person for a position whenever that person's relationship to an employee, elected or appointed official, or member of a board or commission has the potential for creating adverse impact on supervision, safety, security, or morale, or involves a potential conflict of interest.

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.cityofconcord.org>

Position #2018-00015
COMMUNITY RELATIONS MANAGER
KC

1950 Parkside Drive
Concord, CA 94519
925-671-3308

Jobs@ci.concord.ca.us

Community Relations Manager Supplemental Questionnaire

- * 1. Each applicant must complete this supplemental questionnaire as a part of the application screening and selection process. The information you provide will be reviewed and used to determine your eligibility to move forward in the selection process. Incomplete responses, false statements, omissions, or partial information may result in disqualification from the selection process. Do you agree to answer each supplemental question truthfully and that your responses can be verified from information included within the application?
- Yes
 No
- * 2. Which best describes your highest level of education?
- Some high school
 High school or GED
 Some college
 Associate's Degree
 Bachelor's Degree
 Master's Degree
 Doctorate Degree
 None - N/A
- * 3. If you possess a Bachelor's or Master's Degree, is your degree in Communications, Public Relations, or a related field?
- Yes
 No
 I do not possess a Bachelor's or Master's Degree
- * 4. How many years of professional experience in public relations, public communications, or related communications experience do you have?
- 0 to less than 2 years
 2 years to less than 4 years
 4 years to less than 5 years
 5 years to less than 6 years
 6 years to less than 7 years
 7 years to less than 8 years
 8 or more years
- * 5. Do you possess an Accreditation in Public Relations (APR) designation from the Public Relations Society of America (PRSA), California Association of Public Information Officials (CAPIO)?
- Yes
 No
- * 6. If you answered YES to the question above, please identify your accreditation.
- * 7. In 500 words or less, please describe how you currently use social media platforms to enhance communication within your company/agency and with members of the public. In your response, please identify what social media platforms you use. If you do not possess this experience, please type "N/A" in the box below.
- * Required Question