

## CITY OF OVERLAND PARK POSITION DESCRIPTION

<b>TITLE:</b>	Manager, Communications	<b>BAND/LEVEL:</b>	Mgmt III
<b>DEPARTMENT:</b>	City Manager	<b>JOB NO:</b>	1140
<b>DIVISION:</b>	Communications	<b>DATE:</b>	3/25/12
<b>REPORTS TO:</b>	City Manager	<b>FLSA STATUS:</b>	EX
<b>FULL-TIME:</b> <input checked="" type="checkbox"/>	<b>PART-TIME:</b> <input type="checkbox"/>	<b>TEMPORARY:</b> <input type="checkbox"/>	<b>COST CENTER:</b> 122

**REPLACES:** Manager, Communications

**DATE:** 10/11

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### **JOB SUMMARY STATEMENT:**

Member of the City Manager's senior leadership team. Plans, develops, implements and administers all internal and external communications, which include city's Web site, directing media, community, resident, and employee relations. Plans, develops and directs special events, promotional activities and annual campaigns. Serves as appointed spokesperson during major City events and Emergency Operations, including coordinating of staffing, and managing public information and message. Supervises personnel and develops and monitors cost center budget. Provides general management and special project administration. Oversees mail functions. Maintains City archives. Represents the City Manager in his/her absence.

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### **DUTIES AND RESPONSIBILITIES:**

1. Manages internal communications. Plans content and media for all citywide employee communications; attends meetings, reads documents and performs interviews to gather information; develops, writes and disseminates newsletters, surveys, bulletins, videos, memos, etc; evaluates effectiveness. Consults with other departments on content and delivery of employee communications. Promotes city policies, activities, and recognition to employees.
2. Manages external and internal communications, including *Overview*. Develops, writes, reviews and disseminates speeches, news releases, policies, citywide resident newsletters and management/community newsletter. Meets and works with media to develop and maintain open relationship and further city image. Participates in community groups (business, civic, and service) to foster good relations. Oversees maintenance of information file to serve as resource for community and residents through subordinates. Participates in other government groups and professional communications organizations. Prepares letters, proclamations, and other forms of citizen recognition. Reviews all external publications before issuance.
3. Plans and develops city's Web site. Promotes and informs visitors to Web site about city, community and related activities and applicable issues. Works with department personnel to plan, implement and maintain features to sustain and keep Web site growing.
4. Plans, develops and promotes internal and external special events, including festivals, fund raising, employee participation campaigns and joint City/community events. Decides on appropriateness of event; writes plan; develops theme, display and written materials. Works with committee to follow through with plans. Staffs and attends events. Develops and executes the annual State of the City for the Mayor.
5. Performs general management duties. Prepares internal policies, supervises personnel. Develops, monitors and manages communications cost center budget and planning. Carries out requests by Governing Body and department directors. Coordinates special projects as assigned. Provides tours of city facilities, displays and systems not covered by building maintenance. Attends City Council meetings.
6. Supervises switchboard operators.
7. Supervises mailroom functions, i.e. ensures incoming mail is sorted properly, ensures outgoing mail is posted and mailed on a timely basis, coordinates bulk mailings and mailing list maintenance.
8. Performs other duties, as required, during Emergency Operations.
9. The employee must work the days and hours necessary to perform all assigned responsibilities and tasks. Must be available (especially during regular business hours or shifts) to communicate with subordinates, supervisors, customers, vendors and any other persons or organization with whom interaction is required to accomplish work and employer goals.

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10. The employee must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks, where applicable.

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## GENERAL QUALIFICATIONS

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### **EDUCATION & SPECIAL LICENSE (S)/CERTIFICATIONS:**

Bachelor's degree in journalism, communications, public relations or other related field to gain communication and marketing skills or additional equivalent experience.

### **EXPERIENCE:**

Five years of progressively responsible communications experience, preferably in city government, or an equivalent level of experience.

### **SKILLS:**

1. Excellent oral and written communication skills
2. PC skills
3. Supervisory skills
4. Excellent planning and organizational skills
5. Photography skills
6. Publication layout and design skills

### **MENTAL REQUIREMENTS:**

1. Ability to handle multiple tasks
2. Ability to compose news and information articles
3. Ability to work on several projects at once
4. Ability to exhibit a creative thought process
5. Ability to read and comprehend City policies and procedures
6. Ability to comprehend various software packages

### **PHYSICAL REQUIREMENTS:**

1. Hand and eye coordination adequate to input computer, typewriter and copy machine
2. Ability to place and receive phone calls
3. Mobility to travel locally and out-of-state
4. Visual stamina and acuity adequate to review data daily and to spend long periods looking at computer screen
5. Ability to speak to an individual or group for an extended period of time
6. Ability to tour City facilities
7. Hand and eye coordination adequate to operate a 35mm camera, and digital cameras
8. Mobility to attend evening Council and committee meetings and off-site meetings at various hours

### **SUPERVISORY RESPONSIBILITY (Direct & Indirect):**

Direct:

Coordinator Switchboard Services  
Switchboard Operator/Receptionists (full- and part-time)

**The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.**