

CITY OF SALEM

JOB DESCRIPTION

POSITION: Public Information Manager
REPORTS TO: Urban Development Director
DEPARTMENT: Urban Development Department
CLASS CODE: 0222

SUMMARY

This professional management position manages and implements communication activities for the Urban Development Department (UDD). The responsibilities include the creation of information packages and marketing materials for the Department, overseeing and updating the UDD website content in conformance with City standards, communicating with the media on Urban Development issues, preparation of talking points and presentation materials for the Director, coordination and production of annual reports including the Department's performance measures. The position also directs the work of the UDD marketing team, oversees Department newsletters and public communications.

NATURE AND SCOPE

The Public Information Manager works under the general direction of the Urban Development Director to plan, develop, and produce documents, brochures, marketing materials, reports for the City of Salem and the Department with emphasis on the Urban Renewal Areas. The position provides service to the entire Department including the Revitalization, Real Estate, Federal Housing, Business Investment, and Administration Sections.

The Public Information Manager prepares initial drafts and layouts for all UDD communications for the review and approval of the Director. The Public Information Manager will work closely with the UDD Management Team to edit and refine materials and oversee the production of all marketing and Communications material. Strong written and graphic design skills are required. The position has considerable latitude to make decisions and recommendations, most of which are precedent. The Public Information Manager must be able to establish and maintain cooperative, effective relationships with a wide range of individuals within the Department, the City, and organized groups representing citizens, business, government, and other agencies.

Work is performed primarily in an office setting with some requirement for extended work hours.

PRINCIPLE DUTIES

The essential functions include, but are not limited to, the following duties and responsibilities that are listed in no particular order of importance:

1. Creates, implements, and oversees communications activities, programs and strategies that effectively describe and promote the organization, Department and its projects. All messages will be consistent with the City Council Goals.
2. Assists in the preparation of speaking points, and presentations geared toward internal communication, public outreach, and communications to elected officials, business and community organizations, and media relations.
3. Produces visual communications for web and print direct marketing vehicles; including html emails, web pages, collateral, newsletters, catalogs, brochures, etc.

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4. Serves as the department Web Master directing the work of UDD support staff in updating UDD Web material.
5. Prepares and disseminates press releases and information regarding an organization through newspapers, periodicals, television and radio and other forms of media.
6. Provides assistance in planning special or community events including confirming speakers, finding a location, recruiting participants, developing press materials and speaking with the media.
7. Works on projects and consult with other departments, and outside agencies as necessary to execute programs including public relations, Web marketing, direct marketing, trade show activities, and event management.
8. Assists in the development of the overall public relations and internal communication process for the department including preparation of written messages and graphic layouts.
9. Assists the City Manager's Office and SEDCOR in the gathering of news information from various sources and getting newsworthy items published in local papers, trade magazines and national publications.
10. Assists in the gathering of information from internal sources for the development and production of the department's quarterly newsletter and annual report. Assists in assigning articles to contributing writers and works with outside designer and publisher for the timely publication of the UDD quarterly newsletter.
11. Writes and edits articles for the newsletter and various other internal and external communication pieces, such as press releases, letters, fact sheets, general information, and presentations.
12. Coordinates audio-visual materials needed to support public or internal presentations by senior management.
13. Works collaboratively with the leadership and colleges to formulate a unified message for the department and enhance the department's prominence among key audiences.
14. Evaluates market reaction to public relations activities to ensure timely adjustment of the marketing and communication strategies to meet changing conditions.
15. Develop strategies to effectively manage public information about the local school district and the colleges to the region, state, and nation.
16. Provides expertise and assistance to ensure effectiveness of government relations, public affairs and public relations staff at the District and at the colleges.
17. Promotes a work culture of customer service, innovation, and quality services to students, staff, and the community.
18. May reviews pending legislation, legal mandates, regulations and guidelines which may affect department programs, plans, functions, and activities.

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19. Develops and maintains relationships with key reporters/editors from local, trade and national media.
20. Ensure internal/external communications are integrated.
21. Develop schedules, budgets and management for assigned downtown Provide direct oversight and fiduciary responsibility for the negotiation and administration of communication and marketing consulting contracts. Provide Director and the City Managers office regular briefings on the status of all assigned projects
22. Strong communication skills, articulates clearly both with the written and spoken word..

Perform other duties as needed.

QUALIFICATIONS

The position requires the ability to accomplish goals and utilizing knowledge of communication marketing, and public involvement principles and practices related to public development projects. The Public Information Manager must have thorough knowledge of and ability to apply:

- Principles and practices of marketing and communication
- City, state, and federal rules, regulations, policies, ordinances and laws relevant to the position.
- Committee management and citizen involvement.

The successful incumbent will have the ability to:

- Communicate key economic development and department public messages in a variety of written and published mediums.
- Establish and maintain cooperative and effective working relationships with UDD and City staff and other governmental officials, community groups, businesses, the public and the media.
- Supervise subordinate staff and manage consultants, contractors and other outside resources effectively.
- Use a terminal, PC, or other keyboard device to use electronic spreadsheet, database, word processing, and other computer applications.
- Produce written documents with clearly organized thoughts, using proper English sentence construction, punctuation and grammar.
- Communicate orally with customers, City employees and the public in face-to-face/one-on-one settings, group settings or using a telephone.
- Resolve customer or citizen complaints.
- Represent the City in a professional manner.
- Strong skills in MS Word, Excell, Power Point, and InDesign

Incumbents typically have a four-year degree from an accredited college or university in business or public administration, communication, economics, journalism or related field, and at least five years of responsible relevant experience which includes public involvement, contract management, and citizen involvement; or an equivalent combination of experience and education.