



Job Title	Communications and Engagement Manager
Department	City Administrator
Exempt/Non Exempt Status	Exempt

Scope of Work

Under the general direction of the City Administrator, formulates and provides communication and community engagement oversight and strategic planning support for the city's leadership with the purpose of keeping the City Council, City employees and the public informed and increasing visibility of the City in the community. This position plans, administers, supervises, and participates in the daily operations and strategic development activities of the city's Communications and Engagements Division; evaluates the operations and activities of the assigned function; formulates policies, procedures, and practices; and related work as required.

Supervision

Received	City Administrator
Exercised	Supervises community and engagement personnel

Essential Job Functions The job functions listed herein are neither exclusive nor exhaustive, but are intended to be illustrative of the types of tasks the employee will most likely be expected to perform on a regular basis. The employee may be asked to perform different or additional tasks than the ones listed here, as the needs of the employer and/or the requirements of the position change.

1. Creates and manages the planning and implementation of communications programs promoting the vision, goals, activities and image of the city to citizens, neighborhoods, business community and community leaders, in alignment with City Council goals.
2. Oversees and cultivates the city's audience on social media platforms. Ensures compliance with the city's social media standards internally and externally. Develops social media content in coordination with other departments
3. Works with the city's leadership group to identify and develop annual communication goals including objectives, strategies, and activities.

4. Works with city departments to develop communication plans specific to the department's needs including initial project scope, timeline, deliverables, etc.; coordinates cross-departmental communications; provides education/training to city staff on communications resources.
5. Develops integrated communication plans, key messaging and marketing strategies to effectively promote the city and its projects and programs.
6. Provides high-level communication and community engagement oversight and strategic planning support; initiates interdepartmental meetings regarding outreach programs to develop communications plans
7. Develops/oversees web communications strategy and content. Oversees messaging for the city's website. Provides key direction on tone, look and feel of website.
8. Writes and edits key external communication materials, using a style that is engaging, concise and appropriate in tone for the organization/audience. Ensures accuracy of information and quality control over all Communications and Engagement Division products. Develops messages appropriate for a wide variety of subjects and diverse audiences.
9. Develops and manages the City brand and logo
10. Prepares and directs the preparation of a variety of written correspondence, reports, procedures, and other materials including work on the City Budget, Community Investment Program, and State of the City.
11. Manages all internal employee communication channels such as the employee intranet and employee newsletter and creates additional channels as technology and trends emerge.
12. Creates and implements community outreach programs and educational opportunities around the City's programs and initiatives (examples include: Celebrate Waukesha Breakfasts, Budget workshops, etc.)
13. Creates and implements opportunities for employee engagement and development (Examples include: City Leadership Class, Monthly Training Series, Employee Events, etc.)
14. At the direction of the City Administrator, works with the City Council on the yearly Council Retreat, Council Orientation for new Council members and other projects as assigned
15. Develops, implements, administers and evaluates division goals, objectives, policies and procedures. Provides monthly and yearly analytics report on all communication and engagement efforts
16. Participates in budget preparation and implementation for the Communications and Engagement Division; prepares cost estimates for recommendations; submits justification for requests. Additionally, oversees division budget, with fiscal prudence.
17. Supervises division activities to achieve goals within budget and available staffing. Reviews progress and makes changes in priorities and schedules as necessary.
18. Supervises and coordinates activities of staff; plans and organizes workloads and staff assignments; provides training and tools for optimal job performance; prepares and conducts performance evaluations; initiates and implements performance improvement actions as warranted. Promotes cooperative team efforts among staff and with other city departments. Motivates employees to provide quality services and to maintain effective working relationships with all customers.
19. Responsible for the recruitment and selection of new employees; makes hiring decisions in cooperation with the City Administrator.
20. Keeps abreast of emerging communication trends and technologies, and recommends and implements new tools to help broaden and deepen the city's communication and engagement efforts.

- 21. Makes presentations to City Council on matters related to city communications and engagement efforts and/or attends City Council meetings as appropriate or when requested.
- 22. Maintain collaborative relationships with representatives of the community, citizens, and employee and public interest groups, and other government entities

Other Job Functions

- Performs related duties as assigned.

Requirements of Work

Four-year degree in public administration, communications, marketing, public policy or a related field and at least five years of experience in communications, or public administration (government experience preferred). Master’s degree preferred or any equivalent combination of training and experience which provides the following knowledge, ability and skills:

Knowledge of	<ul style="list-style-type: none"> ○ Promotional, communications and public information methods and techniques including digital communication tools and strategies. ○ Community outreach methodologies and strategies. ○ Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures. ○ Principles and practices of project scope, development and on-going project management ○ Basic principles and practices of public agency budget development and administration, financial recordkeeping and reporting. ○ Basic public administration policies and practices. ○ Computer applications related to the work, including word processing, database, and spreadsheet applications. ○ Principles and practices of recordkeeping, data collection and report preparation. ○ Principles of business writing techniques, report writing, English usage, grammar, spelling, vocabulary and punctuation. ○ Techniques for dealing effectively with the public, vendors, contractors and city staff. ○ Techniques for providing a high level of customer service to public and city staff.
Ability to	<ul style="list-style-type: none"> ○ Plan, organize, administer, coordinate, review, evaluate and personally participate in a comprehensive communications operations program. ○ Supervise, select, train, motivate, and evaluate the work of staff in a decisive manner. ○ Prepare clear and concise reports, correspondence, policies, procedures and other written materials. ○ Absorb information quickly and reduce complex subjects to the essentials so readers can easily understand the topic. ○ Effectively conduct meetings and make presentations to various groups. ○ Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action. ○ Understand and carry out complex oral and written instructions. ○ Effectively represent the division and the city in meetings with the public, various businesses, professional, and regulatory organizations, and in meetings with individuals. ○ Establish and maintain a variety of filing, recordkeeping, and tracking systems. ○ Organize, delegate and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.

	<ul style="list-style-type: none"> ○ Operate modern office equipment including computer equipment and specialized software applications programs. ○ Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences. ○ Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines. ○ Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.
Skill in	<ul style="list-style-type: none"> ○ Oral, written, and electronic communication channels. ○ Microsoft Office Suite and Adobe Suite

Necessary Special Requirements

None

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee frequently is required to stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee must occasionally lift and/or move up to 25 pounds.