



# CITY OF HYATTSVILLE

## COMMUNICATIONS MANAGER

### PUBLIC INFORMATION OFFICER

Grade: 116 - FLSA: Non-Exempt Full Time and Benefit Eligible

Salary: \$62,098 – \$70,946 (commensurate with experience)

Effective Date: December 9, 2019

---

#### **NATURE OF WORK**

The Communications Manager performs advanced level professional work and is responsible for developing and implementing policies and strategies to manage the City's brand, style, and communications content across all platforms. The Communications Manager will serve as the City's official spokesperson and Public Information Officer and must be able to build and foster effective working relationships with media contacts, residents, community leaders, other municipalities/agencies, and a broad population of City stakeholders. This position will respond to and manage media inquiries regarding non-Police matters including emergency and matters sensitive and controversial in nature. The selected candidate must exercise sound public relations and marketing techniques to research and compose various types of communications, such as news releases, media advisories, social media postings, brochures, speeches, speaking points, advertisements, web page content, etc., to inform the public about the activities of the City of Hyattsville.

Outstanding verbal and written communications, copywriting and graphics skills, as well as knowledge of video production are essential to this role in order to present complex information and concepts to the public. The Communications Manager must also be flexible to respond at any time to address crisis, weather, and/or other events or situations. Candidates must be willing to attend City events which may be held in the evenings or weekends. This position will supervise the work of Communications staff and reports directly to the Director of Communications & Legislative Services/City Clerk.

#### **ESSENTIAL FUNCTIONS**

- Develops, implements, and manages a city-wide strategic communications plan;
- Manages Communications Department staff and provides operational oversight, strategic direction, content management, and overall project management to department projects and output;
- Functions as primary point of contact for City communications and serves as official spokesperson/Public Information Officer. Maintains up to date media and communications contact lists;
- Develops and issues statements, news releases, fact sheets and other informational materials to media outlets; monitors news coverage of city activities, programs, policies and actions;
- Maintains a positive image of the City through active and responsive social networking, branding, marketing initiatives, public information campaigns, video productions, and by leveraging creative communication outreach methods to engage and involve the public;
- Maintains city's brand standard and all marketing activities in support of and as it relates to the overall city brand and the branding within city departments; Oversees City communications to ensure messaging, materials, and graphics are coordinated, effective, and appropriate to standards;
- Plans, directs, and executes publicity campaigns designed to inform residents about various programs, events, issues, and services;
- Continuously monitor and analyze the effectiveness of communications strategies, methods, and practices to improve civic engagement, implementing new initiatives as needed;
- Attends City Council or other city meetings/events to provide staff support and communicate to the public through social media channels and other methods.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Outstanding verbal and written communications skills;
- Bilingual skill (Spanish/English) is desirable;
- Experience managing an organizational social media account, including oversight of social media analytics and scheduling tools (e.g., Facebook/Instagram Insights, Twitter Analytics, Hootsuite);
- Understanding of the best practices for social media marketing, plain language, and digital accessibility;
- Knowledge of effective public relations techniques;
- Responds to media and information requests in a timely and courteous manner and is able to maintain a professional demeanor during stressful, controversial, sensitive, and/or highly visible events;
- Exhibits sound judgement in safeguarding confidential or sensitive information;
- Expert level use of Microsoft Office products;
- Advanced photography, graphic design, and video production skills considered a plus;
- Knowledge of municipal government organization and functions is strongly desired;
- Ability to perform as a self-starting working manager, prioritizing tasks, and leading department staff;
- Ability to respond quickly during after-office hours emergency incidents, weather events, and has availability to work non-traditional hours for presence at various special events and meetings. Is a key participant on the City's Emergency Operations Team.

## **WORK SCHEDULE**

Work hours are typically between the business hours of 8:30 a.m. to 5:00 p.m., however this position will require evening hours and occasionally weekend hours. Schedule may be flexed as required up to 20 hours per week.

## **MINIMUM QUALIFICATIONS**

Education and Experience: Bachelor's degree in communications, journalism, or a related field is preferred along with 3 to 4 years of demonstrated professional experience. An equivalent combination of education and experience may be considered in lieu of Bachelor's Degree. Knowledge and experience with communications, social media, and media platforms are required. **After completing the interview process, selected applicants will be required to provide a writing sample to demonstrate writing skills.**

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

Work requires walking, standing, bending, carrying items under 20 pounds, such as books, files, papers, etc.

## **ADDITIONAL INFORMATION**

Please note that this description is not intended to describe all the duties associated with this position and the City in its sole discretion reserves the right to modify the duties of the position.

## **HOW TO APPLY**

All applicants must submit a City application, résumé, and cover letter to be considered.

The City of Hyattsville is an Equal Opportunity Employer without regard to race, color, religion, national origin, sex, ancestry, marital status, age, sexual orientation, disability, political or union affiliation. Applications may be picked up at the Hyattsville City Administrative Office, 4310 Gallatin Street, Hyattsville, MD, at the 3rd floor reception area, Monday thru Friday, 8:30 a.m. to 5:00 p.m. The application is also available for download at [www.hyattsville.org](http://www.hyattsville.org). Questions on this vacancy may be directed to Vivian Snellman at 301-985-5043.

**Position will remain open until filled. Initial Review of applications is scheduled for December 20, 2019.**