



COMMUNITY RELATIONS MANAGER

Class specifications are intended to present a description of the range of duties performed by the classification. Specifications are not intended to reflect all duties performed. Classifications will perform other related duties as assigned.

Definition:

Under direction, the Community Relations Manager is responsible to provide highly responsible and complex support to the City Council, City Manager and Assistant City Manager. This position oversees the City's comprehensive public communications and outreach programs and acts as a liaison to small businesses to resolve problems and concerns. The Community Relations Manager also oversees the City's emergency preparedness program.

Classification Characteristics:

The Community Relations Manager provides management level leadership to the professional and technical staff responsible for public information and emergency preparedness. This position performs work which requires independent judgment in the execution of duties which are typically sensitive and impact City-wide operations.

Essential Functions:

- Direct, oversee, and participate in the development of the Community Relations work plan; assign work activities, projects and programs; monitor workflow; review and evaluate work product, methods, procedures and timelines.
- Participate in the development and implementation of goals, objectives, policies and priorities for assigned programs; draft new policies and assist in implementation following approval.
- Assist the City Council, City Manager, Assistant City Manager, and department heads in preparing speeches, public information and materials for presentation and distribution.
- Assist other departments in meeting the City's information standards by assisting in the development of and reviewing publications, promotional programs and mass mailings to ensure adherence to established City standards.
- Provide professional administrative and analytical assistance to the Assistant City Manager regarding City-wide issues, programs, or operations; prepare comprehensive reports; draft policies, operating procedures, administrative manuals, ordinances, and resolutions; recommend appropriate alternatives and courses of policy action.
- Oversee and manage the City's photo library; direct that photos and video is taken as needed to document City events and for use in marketing.
- Oversee the City's social media presence; monitor informational trends; develop and implement media strategies and policies for promoting City information.
- Oversee the City's website to ensure that it is current, accurate, informative and aesthetically pleasing; serve as the chairperson to the City's website committee.
- Supervise and direct the City's public information programs; ensure that articles, notification to the media, reports and other information materials for publication are effective and high quality.

- Develop, plan, and recommend the proper action necessary for the City's cable television needs; oversee the administration and monitoring of franchise agreements and related ordinances; receive and resolve City related complaints; manage the City's Municipal Cable Channel and the City's video programming efforts.
- Manage the City's filming and still photography permitting process; serve as liaison to production companies, businesses and individuals who want to film or shoot professional photography in the City.
- Oversee and manage the City's emergency preparedness response programs; ensure that required tasks and duties mandated by Federal and State regulations are completed in a timely and accurate manner.
- Implement programs to retain and expand small businesses in the City of Chino Hills; respond to inquiries pertaining to business development; analyze business needs against available programs and make recommendations; make presentations to members of the small business community; attend seminars and other events; organize, plan and implement information forums and workshops for the small business community; coordinate with the chamber of commerce and other business associations.
- As assigned, act as liaison for the City in relations with the community; advisory committees; other local, county, State, and Federal agencies; and professional organizations; serve on committees as assigned and represent the City in discussions regarding municipal operations.
- Select, train, motivate, and evaluate assigned professional staff; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.

Qualifications:

Knowledge of:

- The principles of public administration, including the specialized areas of administrative research and analysis, and program planning.
- The principles and practices of local government and community relationships.
- Methods, resources, and operations of telecommunications.
- Use of broadcast and TV production equipment.
- Organizational structures of government.
- Economic development and business retention practices.
- Principles and practices of program development and administration.
- Principles and practices of website design and administration.
- Principles and practices of municipal budget preparation and administration.
- Modern office methods, practices, procedures, and equipment including a computer.
- English usage, spelling, grammar, and punctuation.
- Methods and techniques of supervision, training, motivation and performance evaluation.
- Pertinent Federal, State, and local laws, codes, and regulations.

Ability to:

- Provide information and organize material in compliance with laws, regulations, and policies.
- Supervise and direct the operations, services, and activities of assigned programs.
- Identify and respond to community and City Council issues, concerns, and needs.
- Develop and administer department goals, objectives, and procedures.

- Prepare clear and concise administrative reports.
- Prepare and administer a municipal budget.
- Interpret and apply federal, State, and local policies, laws and regulations.
- Plan, organize, direct, and coordinate the work of professional and technical staff.
- Select, supervise, evaluate, train and motivate assigned staff.
- Communicate clearly and concisely, both orally and in writing.
- Exercise sound independent judgment within established guidelines.
- Analyze unusual situations, identify solutions, project consequences of proposed actions and implement recommends in support of goals.
- Establish and maintain cooperative working relationships with those contacted in the course of work, including City staff, City officials and the public.
- Maintain physical condition, audio-visual discrimination and perception, and mental capacity appropriate to the working conditions and the performance of assigned duties and responsibilities.

Experience and Training: *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Experience:

Five years of increasingly responsible experience in the management of marketing, communications, public relations; social and media relations; and broadcast production, including two years at a supervisory level.

License or Certificate:

Possession of a California Class C Driver's License.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in business administration, public administration, marketing, communications, journalism or a closely related field.

Working Conditions:

Work primarily in an office environment including sustained posture in a seated position for prolonged periods of time; standing and moving around work area. Some outside work is required for events, photo shoots, and filming. Subject to frequent interruptions and contact in person and on the telephone. Position requires grasping objects, repetitive hand movement and fine coordination including use of a computer keyboard. Speaking and acute hearing is required for responding to in-person and telephone inquiries. Vision is required for normal office work. The need to lift and carry files and documents weighing up to 25 pounds is required.