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| Job Title: | Director of Communications and Media |
| Department: | Communications and Media |
| Reports to: | City Manager |
| FLSA Classification: | Exempt |
| Safety Sensitive Type: | Safety Sensitive |
| Effective Date: | 05/01/2022 |
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| Job Summary: | Directs the activities and operations of the Communication and Media Department. Serves as the chief communication liaison. Provides complex administrative support by facilitating public and media relations, marketing, public information, community relations, emergency management, and employee relations. Serves as City’s Public Information Officer, Producer and reporter for City Cable Network, and other duties as assigned. May supervise work of others and may serve as a lead worker providing direction to others. |
| Essential Job Functions: | Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.   1. Directs, oversees, and conducts the development and processes of department budget related functions. 2. Manages and oversees Edinburg Cable Network Channel. 3. Writes, produces, reports information, and conducts on-air interviews. 4. Assigns video shoots, prepares weekly programming schedule, and verifies and manages information/video aired. 5. Maintains video and production equipment. 6. Develops and implements public relations, advertising, promotional and social media strategies. 7. Collaborates with other City Departments and external stakeholders. 8. Prepares and/or edits and distributes new releases to promote City initiatives and programs. 9. Manages information disseminated to media and the public. 10. Provides video to media outlets and schedules media interviews with elected officials and department directors. 11. Organizes press conferences and serves as the City’s spokesperson as needed. 12. Prepares and/or edits speaking points for Mayor, Council Members and/or Executive Leadership Staff. 13. Curates, writes and/or coordinates with all division staff on posts for City social media platforms. 14. Maintains department webpage. 15. Acts as lead contact person for media interested in doing a story or background information on the City. 16. Writes and edits stories for yearly accomplishments report and City blog. 17. Researches and stays up to date on City related issues. 18. Collaborates with the organizations and other partners to market Edinburg’s targeted industries and events. 19. Responds to citizen inquiries. 20. Edits articles, designs advertisements for media, and prepares scripts. 21. Prepares shot list for photographs for media. 22. Attends committee meetings and public gatherings to obtain necessary information and give information concerning the City. 23. Designs and/or coordinates design of internal and external marketing materials for the City. 24. Captures photographs during special events. 25. Performs related work and reports as assigned |
| Conditions of Employment: | 1. Applicant will be subject to a complete background investigation. Incomplete, inaccurate and/or failure to report information will cause the applicant rejection from consideration. 2. Applicant must take and pass a pre-employment drug screening at the City’s expense. 3. Must have a current valid class “C” driver’s license from the Texas Department of Public Safety with a satisfactory driving record. 4. Must possess Emergency Management and Incident Command Training in Public Information Response. 5. Bilingual English/Spanish Preferred. |
| Required Education: | Requires a Bachelor’s Degree in Mass Communication television/film production, Public Relations, Journalism, Marketing, or media-related field. |
| Education Preference: | Master’s Degree in related field |
| Educational Substitute: | Not Applicable |
| Required Work Experience: | Requires at least five (5) years in communications, media, and public relations. |
| Experience Preference: | Seven (7) years in communications, media, and public relations. |
| Supervisory Experience Requirement: | Requires at least five (5) years of supervisory experience |
| Required Knowledge, Skills, & Abilities | 1. Requires managing and monitoring work performance of a division including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department. 2. Communications and discussions may result in decisions regarding policy development and implementation. Interaction with others outside the organization requires exercising participative management skills that support team efforts and quality processes. 3. Normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. 4. Requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively. 5. Leadership skills. 6. Customer service and public relations skills. |
| Equipment Materials: | General office and safety equipment/materials to include but not limited to the following:   * Computer * Copier/Fax Machine * Printer/Scanner * Software * Video Camera * Photo Camera * Television and Studio Lights * Audio/Visual Equipment |
| Work Conditions: | The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.  Occasional exposure to unpleasant environmental conditions and/or hazards. Occasional outside work. |
| Mental Demands: | While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; use math and mathematical reasoning; perform detailed work, multiple deadlines and concurrent tasks; work with constant interruptions; and interact with staff and the public. |

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| Physical Demands | | | | | | | | | | | | | | | | | |
| **Environmental Conditions:** | | | | | | | | | | | | | | | | | |
| **HEALTH AND SAFETY** | | | | | | **ENVIRONMENT FACTORS** | | | | | | | **PRIMARY WORK LOCATION** | | | | |
| Mechanical Hazards | | | |  | | Respiratory Hazards | | | | | |  | Office Environment | | | |  |
| Chemical Hazards | | | |  | | Extreme Temperatures | | | | | |  | Warehouse | | | |  |
| Physical Danger or Abuse – upset customers | | | |  | | Expressing/Exchanging Spoken Word | | | | | |  | Closed Quarters/Crawl Spaces | | | |  |
| Fire Hazards | | | |  | | Noise | | | | | |  | Vehicle | | | |  |
| Explosives | | | |  | | Wetness/ Humidity | | | | | |  | Outdoor Environment | | | |  |
| Communicable Diseases | | | |  | | Vibration | | | | | |  | Inside Environment | | | |  |
| Electrical Hazards | | | |  | | Physical Hazards | | | | | |  | Shop | | | |  |
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| **Visual Acuity:** | | | | | | | | | | | | | | | | | |
| Near Visual | | | |  | | Clarity of vision at approximately 20in or less (i.e., working with small objects or reading small print), including use of computers. | | | | | | | | | | | |
| Far Visual | | | |  | | Clarity of vision at 20ft or more. This is not just the ability to see a person or object, but the ability to recognize features as well. | | | | | | | | | | | |
| Peripheral Vision | | | |  | | Observing an area that can be seen up and down or to right or left while eyes are fixed on a given point. | | | | | | | | | | | |
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| **Physical Activities:** | | | | | | | | | | | | | | | | | |
| **TASK** | | | | | **FREQUENCY** | | | | **PERFORMANCE** | | | | | | | | |
| N = Never  (never occurs) | R – Rarely  (less than 1 hour a week) | | | | | | | O = Occasionally  (up to 1/3 of the time) | | | F = Frequently  (from 1/3 to 2/3 of the time) | | | | C = Continuously  (2/3 or more of the time) | | |
| Climbing | | | | R | | | | | Ascending of descending ladders, stairs, scaffolding, ramps, poles and the like, using feet and legs and/or hands and arms. Body agility is emphasized. | | | | | | | | |
| Stooping (bending at waist) | | | | R | | | | | Bending body downward and forward by bending spine at waist. | | | | | | | | |
| Kneeling (one or both knees) | | | | R | | | | | Bending legs at knee to come to a rest on knee or knees. | | | | | | | | |
| Lifting/Carrying | | | | O | | | | | Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. | | | | | | | | |
| Keyboarding | | | | F | | | | | Entering text or data into a computer or other machine by means of a traditional keyboard. Traditional keyboard refers to a panel of keys used as the primary input device on a computer, typographic machine or 10-key numeric keypad. | | | | | | | | |
| Reaching (at or below shoulder level) | | | | O | | | | | Extending hand(s) and arm(s) in any direction. | | | | | | | | |
| Reaching Overhead | | | | O | | | | | Extending hand(s) and arm(s) higher that the head and one of these conditions exist: (1) A person bends the elbows, and the angle at the shoulders is about 90 degrees or more, or (2) A person keeps the elbow extended, and the angle at the shoulder is about 120 degrees or more. | | | | | | | | |
| Twisting/Turning (rotation) | | | | R | | | | | Rotating one part of the body in a direction away from or opposite to another part. Includes lateral rotation of the trunk and spine. | | | | | | | | |
| Handling (manipulated objects) | | | | F | | | | | Seizing, holding, grasping, turning or otherwise working with hands. | | | | | | | | |
| Standing | | | | F | | | | | Remaining upright on the feet, particularly for sustained period of time. | | | | | | | | |
| Walking | | | | F | | | | | Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another. | | | | | | | | |
| Sitting | | | | F | | | | | Remaining in a seated position for extended periods of time without being able to leave the work area. | | | | | | | | |
| Grasping (whole hand activities) | | | | O | | | | | Applying pressure to an object with the fingers and palm. | | | | | | | | |
| Pushing/Pulling | | | | R | | | | | Using upper extremities to press against something with steady force, in order to thrust forward, downward or outward. Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion. | | | | | | | | |
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| **Physical Requirements:** | | | | | | | | | | | | | | | | | |
| **TASK** | | | **WEIGHTS** | | | | **CHECK IF APPLICABLE** | | | **PERFORMANCE** | | | | | | | |
| Sedentary Work | | | Up to 10 lbs. | | | |  | | | Exerting up to 10lbs of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met. | | | | | | | |
| Light Work: | | | Up to 20 lbs. | | | |  | | | Exerting up to 20lbs of force occasionally, and/or up to 10lbs of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls require exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work. | | | | | | | |
| Medium Work: | | | Up to 50 lbs. | | | |  | | | Exerting up to 50lbs of force occasionally, and/or up to 20lbs of force frequently, and/or up to 10lbs of force constantly to move objects. | | | | | | | |
| Heavy Work: | | | Up to 100 lbs. | | | |  | | | Exerting up to 100lbs of force occasionally, between 2 persons, and/or in excess of 50lbs of force frequently, and/or up to 20lbs of force constantly to move objects. | | | | | | | |
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| Authorization: | | I have reviewed this description and understand the requirements and responsibilities of the position.  \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date Print Name Signature of Employee  The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change. | | | | | | | | | | | | | | | |