



Communications Manager

Reports to: Development Director

Pay Grade: 10

Effective Date: September 2019

FLSA Designation: Exempt

General Position Description

The Communications Manager is responsible for communicating CCDC's mission, purpose, contributions, current activities and news through the Agency's diverse platform of communication channels to a wide range of audiences. The Communications Manager delivers cohesive and effective public communications to improve public awareness and conducts public engagement initiatives to help projects go smoothly and realize impactful results.

The Communications Manager position is team-orientated and requires close collaboration with Agency Staff and third-party consultants on a wide spectrum of projects and initiatives. This position is responsible for conducting positive, professional, and friendly interactions with the general public, property owners, business owners/tenants, neighborhood associations, interested non-profit organizations, private developers and intergovernmental partners.

This position manages the Agency's communications channels which include: public relations, digital marketing, news and media, social media, Agency websites, Agency Board packets and reports, open houses, public events, and various professional publications. The Communications Manager is responsible for determining what mediums, methods and approaches are used and is responsible for coalescing technical data, case studies, graphics, maps, and plans into non-technical key messaging. This work sometimes involves procuring and managing consultants and design professionals to create maps, brochures, mailers, social media content, video and animations, web-based information, and press releases. The role requires direct communications with individuals, as well as public presentations to groups.

Primary Job Responsibilities

Overview:

- Ensure consistent and effective messaging across multiple platforms
- Convey technical information to non-technical audiences
- Work collaboratively with CCDC Directors and Project Managers in developing and conducting public engagement initiatives and Agency-wide public communications through the various channels
- Work with communication consultants, graphic designers, and web designers to develop messaging, tactics, and materials
- Write, edit, design and create written and visual materials, web site content, and professional presentations
- Represent the Agency in public venues such as the news and media and open houses

Agency-wide Communication (50%)

- Work with communication consultants to develop key messaging and core concepts to improve public awareness
- Develop, implement and manage communication plans for Agency-wide initiatives
- Manage CCDC's websites content and navigation
- Manage, edit and create CCDC social media content
- Work with design consultants to develop visual communication materials
- Manage, delegate and track media inquiries with oversight from CCDC Directors

Project Specific Public Engagement (50%)

- Develop and manage public engagement plans for CCDC projects and partnerships in coordination with CCDC Project Managers and public engagement consultants
- Produce public engagement content for various communication channels (website, written materials, presentations)
- Administer public surveys, analyze results, and prepare summary reports
- Arrange public meetings including orchestrating invitations, securing locations, room arrangements and audio visual equipment
- Work with CCDC Project Managers and graphic designers to create print media and digital media for use in various communication channels

Essential Functions/Major Responsibilities:

(This list of tasks is illustrative only, and is not a comprehensive listing of all functions and tasks performed by this position.)

- Requires independent judgment, initiative, decision making skills and follow-through while under general supervision.
- Creates agency marketing, public relations, and public outreach plans
- Implements communications and outreach activities as defined in the plans;
- Collaborates with design consultants to create marketing/collateral materials including graphics, maps, newsletters, and other public information documents to promote education about CCDC
- Collaborates with communications and outreach consultants to prepare public engagement plans for CCDC projects
- Collaborates with the City of Boise Community Engagement office on upcoming public outreach and communications
- Maintains virtual project map and website;
- Works with design professionals in packaging and updating CCDC's Annual Report;
- Develops various outreach methods to collect and respond to issues and concerns of area stakeholders; ensures stakeholder opportunity for involvement on CCDC projects; maintains current lists of stakeholders;
- Prepares and writes content for regular newsletter and maintains posts on social media;
- Writes and distributes press releases
- Serves key public information role in collaboration with management
- Tracks, shares, and saves news stories

Secondary Functions

- Performs/assists with special projects as requested
- Performs other duties as assigned

Classification Requirements

The requirements listed below are representative of the minimum knowledge, skill, and/or ability required for an individual to satisfactorily perform each essential duty satisfactorily and be successful in the position.

Knowledge of:

- Public communication/relation techniques
- Graphic design standards and best practices
- Web and digital content management
- Communication best practices
- Photography, videography, television/print/radio mediums
- Copywriting
- Marketing collateral materials
- Project management
- Experience working with advertising and public relations companies/consultants
- Capital improvements and public works projects familiarity
- Urban renewal, real estate development and economic development familiarity
- Data collection, analysis, and presentation
- Public engagement techniques and methods;
- Effective marketing strategies and tactics to promote economic development;
- Journalism principles and standards;
- Effective public information presentations;

Ability and Skill in:

- Researching, analyzing data, and preparing effective materials to assist and promote development in downtown Boise.
- Writing and collaborating on design of promotional materials via newsletters, social media, websites, and brochures.
- Publicly presenting effective information on CCDC projects and activities.
- Maintaining websites and social media sites.
- Facebook, Twitter, Mailchimp electronic newsletter, etc.
- Basic understanding of Adobe Creative Suite software, including Photoshop, Illustrator, and InDesign
- Working independently with general guidance from supervisor.
- Making decisions and exercising good judgment; demonstrating political astuteness.
- Organizing and successfully completing outreach on simultaneous projects in the public arena.
- Applying logical and team-based problem solving techniques that build collaboration and ensure maximum use of resources.
- Communicating effectively in the English language at a level necessary for efficient job performance.
- Interacting with governmental representatives and the general public in a professional, courteous, and customer-service oriented manner.
- Writing and processing legible documents appropriately and keeping organized records;
- Preparing detailed, complete and timely reports and related documentation;
- Managing a variety of competing tasks and priorities and meeting deadlines.
- Taking initiative, overcoming obstacles and maintaining momentum on assignments.
- Performing effectively in a complex political environment.
- Anticipating questions, issues and concerns and acting as an effective troubleshooter.
- Remaining poised in dealing with people in difficult situations; exercising tact and diplomacy.
- Explaining complex issues and projects to the general public in an understandable way.
- Operating a personal computer with word processing, spreadsheets, presentations, graphics and publication layout.

- Maintaining confidentiality of all matters.

ACCEPTABLE EXPERIENCE AND TRAINING:

- Bachelor's Degree in Communications, Marketing, Public Relations; and
- Four (4) years' of experience in community/public relations, marketing/advertising, or community development in an urban setting interacting with the public on complex projects in varying media; and
- Experience working with public information/communications;
- Experience preparing or managing the preparation of digital or print publications that included creation of maps and graphics, as well as document layout following professional graphic design standards. Proficiency with Adobe Creative Suite software desired; or,
- Any combination of experience and training that provides the equivalent scope of knowledge, skill and technical ability to properly perform the work as described.

PHYSICAL DEMANDS & WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this classification, the employee is frequently required to stand, walk, sit, bend, operate a computer keyboard or type, handle materials, reach with hands and arms, or manipulate tools used in performing the essential functions of the classification. The duties require sitting for long periods, accessing stored file boxes and file cabinets and moving and organizing physical file materials. The employee must occasionally lift 25 pounds. Specific vision abilities required by this classification include close vision, distance vision, depth perception and ability to adjust focus; research and inspect materials. Sufficient clarity of speech and hearing abilities required by this classification includes those which permit the employee to discern verbal instructions, communicate effectively in person, by telephone or electronic mail. While performing the duties of this classification, the employee works in an office setting where the noise level in the work environment is usually moderate.

Approval:

John Brunelle, Executive Director

Date