



JOB DESCRIPTION

TITLE: Communications Director
DEPARTMENT: Administration
GRADE: 21
FLSA: Exempt
EEO DESIGNATION: Professionals
REVISION DATE: 2/11/2020

POSITION SUMMARY

The Communications Director works under the direction of the City Manager and/or Assistant City Manager. The Communications Director prepares, coordinates and facilitates the dissemination of information to the public through print, social media, broadcast media and other communication methods. This position works with the Mayor, City Councilmembers, and various boards and committees and assists with the promotion and marketing of Draper City. The Communications Director may direct the work of others as assigned. This position is an appointed position and is exempt from the protections described in Utah Code Ann. Section 10-3-1105(1)(a).

ESSENTIAL FUNCTIONS:

- Responsible for all aspects of communications with the media, including writing and disseminating press releases, providing on-camera interviews, holding press conferences, responding to media inquiries, internal media training, and proactively promoting Draper City.
- Responsible for the creation, production and distribution of the city newsletter.
- Responsible for the maintenance and development of the city website and social media platforms, including content development and management, and ensures accuracy of content.
- Prepares letters and position statements as needed by the Mayor, City Council, City Manager and department directors.
- Coordinate and plan town meetings, events, grand openings and award presentations as assigned.
- Advise Mayor, City Council and city staff on sensitive political issues and handling effective communications.
- Act as the liaison to various boards and committees as assigned.
- Coordinate and assist with the promotion of special events. Lead tours of city hall when needed.
- Develop and maintain a community information calendar.
- Attend meetings, including City Council, as necessary and follow through on assignments in a timely manner. Attend and/or present at community events as assigned.
- Work with citizens, employees, department directors, elected officials, organizations and other groups and represent Draper City in a professional manner.
- Photograph city and community events, maintain library of city-related photographs and send photographs to members of media as requested.
- Responsible for designing and printing city brochures, maps and guides.
- Measure and monitor effectiveness of communication programs and efforts.
- Performs other related duties as required or assigned.



JOB DESCRIPTION

MINIMUM QUALIFICATIONS:

Required a bachelor's degree in public relations, communications, public administration, business or related field and five years related work with progressively increasing responsibilities. Must have a valid Utah Driver's license.

KNOWLEDGE, SKILLS AND ABILITIES

Must be able to communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgement to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with the public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgement to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact with elected officials, leaders of other organizations, the public, the media and others.

Must be able to prioritize tasks; work well under pressure and impending deadlines; organize, establish and delegate meaningful goals; make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal contact.

WORKING CONDITIONS AND PHYSICAL DEMANDS:

Time spent outside at various community events in the outdoors will occur as will evening meetings. Must be able to accommodate a flexible working schedule. Comfortable working conditions, talking, listening, intermittent sitting, standing and walking. Regularly sits at a desk or table; walks, stands or stoops; works for sustained periods maintaining concentrated attention to detail. The person in this position must have the visual ability to read and work with computers and other electronic tools in accomplishing tasks and to communicate verbally. May occasionally lift or otherwise move objects weighing up to 25 pounds. May occasionally drive a motor vehicle. This position has exposure to stressful situations as a result of human behavior.

The City of Draper is an equal opportunity employer without regard to race, color, religion, national origin, disability, genetic information, sex or age.

The intent of this job description is to provide a representative summary of the major responsibilities and duties performed on the job. It is not intended to be an exhaustive list of all job-related duties and responsibilities that an employee may perform. An employee in this position will be required to perform any other job-related duties required by their supervisor. This job description is not intended to and does not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.