

Job Description

Assistant to the City Manager **Salary Range: \$84,684 - \$116,738**

The City of Maricopa is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Management's vision is "to be open, responsive and accountable while serving the public with integrity."

General Purpose

The fundamental reason this classification exists is to manage the operations and services related to the City's public information policies, plans and practices, including supervision of the City's website and communication staff. This position reports directly to the City Manager and resolves highly complex and difficult administrative problems, provides policy related management support to the City Manager, and administers a wide range of public relations activities in support of the City Manager's Office and the City's operating departments. This position is FLSA – Exempt.

Essential Duties:

- Develop, implement, and maintain a strategic public information program for Citywide operations; coordinate public relations activities for City Council and City departments;
- Develop and execute communication plans to all stakeholders for various City efforts, such as City development plans, and related topics;
- Serve as the City's Public Information Officer, respond to inquiries and requests for information, prepare press releases and create and maintain lists of media contacts;
- Write, review and edit news conferences, press releases, newsletters, news-blasts, emails, articles, postings, publications, social media, and scripts;
- Provide highly complex administrative management support to the City Manager including active participation in the City's strategic planning process;
- Track, catalogue, and report on emerging issues to the City Manager; in some cases research and recommend approaches to bring emerging issues to resolution;
- Responsible for leading special projects; research, analyse, and provide recommendations on organizational strategies, legislative affairs, and policy development;
- Design and execute communication plans including but not limited to crisis communications; emergency response, and public safety,
- Develop and conduct surveys, collect information on operational and administrative problems, analyze research findings, and recommend practical solutions;
- Compile and analyze data to produce monthly, annual and special reports;
- Participate in City Manager's strategic and operational planning efforts;
- Supervise Web and Media Services staff.

Minimum Qualifications

- Bachelor's degree in public administration, business administration, communications, public relations or closely related field;
- Minimum of three years' experience working in the public sector;
- Demonstrated experience in professional journalism, public relations and content management;
- Demonstrated experience in providing executive level managerial support using critical thinking, logic and reasoning to identify the strengths and weaknesses of various solutions or approaches to problems.

Preferred Qualifications

- Master's degree in public administration, business administration, communications, public relations or closely related field;
- Minimum of three years' local government experience;
- At least one year of supervisory experience in local government;
- Desktop publishing experience with Adobe products;
- Professional accreditation; such as, but not limited to: International Association of Business Communicators (IABC) and/or Public Relations Society of America (PRSA).

Any equivalent combination of education, training, and experience that provides the requisite knowledge, skills, and abilities for this job, may be substituted for *Preferred Qualifications* at the discretion of City Manager.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Current principles, techniques and objectives of public information, communication and public relations programs;
- Media tactics, including interview techniques, interview preparation; and social media;
- Professional applications of research and writing skills;
- Research methods and techniques; methods of reports preparation and presentation;
- Principles of customer service and public relations in governmental settings;
- Principles and practices of strategic planning;
- Principles and practices of policy development;
- Council - Manager form of government and the role of supporting identified priorities;
- Job-related software applications.

Skills required:

- Effective Verbal and Written Communications Skills;
- Strategic Thinking;
- Managing Change;
- Decisiveness;
- Interpersonal Skills;
- Mastery of English grammar, spelling and punctuation.

Abilities:

- Develop creative ideas in relation to public information projects;
- Manage multiple projects, prioritize tasks and meet deadlines;
- Establish and maintain effective working relationships with City employees, media representatives, the public and other interested and affected parties.
- Produce written documents with clearly organized thoughts;
- Gather pertinent facts, make thorough analyses, and arrive at sound conclusions;
- Analyze, interpret and report research findings;
- Make significant decisions and exercise resourcefulness in resolving new problems;
- Work on own initiative and exercise independent judgment.

Performance Aptitudes

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

Physical Ability: Tasks require the ability to exert light physical effort including but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds or less). Tasks may involve extended periods of time in seated position and at a keyboard or workstation.

Other duties may be required, assigned and expected.

Revised 09/09/14

HR/Recruiting/Job Descriptions/City Manager/Asst to CM