



ANNOUNCEMENT OF EMPLOYMENT OPPORTUNITY
COMMUNICATIONS & PUBLIC AFFAIRS MANAGER

Pay Grade: 75 Pay Range: \$27.87 to \$39.02 per hour DOE/Q plus benefits
FSLA Status: Exempt (not eligible for overtime)

Qualifications: Education and/or experience equivalent to a Bachelor's Degree in Communications, Journalism, Public Administration, or closely related field and three (3) years professional level experience in responsible administrative position(s) dealing in public information, journalism or closely related area. Must possess an Arizona Driver's License in good standing and pass pre-employment drug test and background investigation.

Responsibilities: Serves as strategic public relations advisor to City Council, City Manager, and other senior management on a variety of media relations issues; works effectively and without direct supervision; must be self-motivated, self-assured, experienced in setting and meeting specific goals; develops, plans, and implements comprehensive plans, strategies and approaches for use in citywide communication efforts and integrated marketing efforts encompassing advertising, promotions, e-marketing, public relations and special events designed to increase awareness of and promote Prescott locally, regionally and nationally; ensures a positive image of the City portrayed through proactive promotion, timely and accurate public information, and marketing through strategic use of media and advertising tools; takes the lead and prepares/assists with preparation of speeches, presentations and coordination of public appearances for the Mayor, City Council and City Manager; monitors internal and external marketing trends and news coverage and assists with strategic responses; evaluates marketing reactions to marketing/advertising programs and formulates adjustments to meet changing conditions; reviews, analyzes, evaluates and summarizes a variety of narrative and statistical data and feedback regarding assigned programs and projects to monitor success in terms of utilization, customer satisfaction, cost effectiveness, and overall value to the community; initiates and monitors necessary changes and modifications to current services as well as updates future planning and financial projections accordingly; coordinates media relations by responding to questions and inquiries, acting as City spokesperson; develop strategies for introducing and responding to issues accompanied by materials to be released, and working with staff and elected officials; compiles and disseminates public information to City Council, staff, residents, governmental agencies and the media; prepares press releases and interviews; researches informational items; prepares selected budgets for the City Manager and Council; administers print and mail house vendor contracts, evaluates performance, and makes changes as necessary to maximize effectiveness. Oversees and maintains the City web site; ensures consistency in communications; effective tracking, management and use of social networking tools; designs edited copy for production of public information materials; communicates with City officials, department heads and division directors; attends meetings, hearings and conferences; conducts special surveys, studies and reports; analyzes data and makes recommendations; coordinates the viewing of City Council meetings on the Prescott Community Access Channel; maintains video archives of public meetings; generates public service messages; troubleshoots technical problems; Other duties may include overseeing citizen satisfaction surveys, representing Prescott on outside committees, assisting in communication and interaction with state, local, and federal governmental agencies and officials, and completing related administrative tasks.

Knowledge, Skills and Abilities:

Knowledge of federal, state and City laws, regulations, policies and procedures related to gathering and disseminating public information; production of television programming, desktop publishing software and related peripherals, promoting, organizing, and coordinating public events; public relations/customer service methods, techniques, practices and procedures.

Skill in establishing and maintaining effective working relationships with elected officials, department heads, employees and their representatives, media representatives, business and professional groups and the general public; promoting City events, services, and departmental information, producing newsletters, brochures, news releases, posters, catalogs and other public relations tools; responding appropriately to emergency situations and providing information to the public; responding to inquiries and complaints from citizens, employees and the media; assessing situations and developing strategies to achieve desired results; decision making and problem solving skills.

Ability to utilize public relations techniques, work and thrive in a political environment while understanding the "Big Picture" executed with tact and political savvy; experienced in writing and following action plans relative to an overall marketing strategy; exercise considerable judgment, discretion and conduct oneself in a mature and professional manner; establish and maintain computerized databases; work in an environment requiring irregular working hours as dictated by meetings, activities, events, shows, travel and functions which may include weekends, evenings, and holidays.

Physical, Visual, Hearing, and Speaking Ability: Sufficient to effectively and safely perform required duties and to safely operate required equipment and City vehicles as needed; must be able to clearly, concisely and effectively communicate in person, over the radio and the telephone; freedom from mental disorders which would interfere with performance of duties as described.

Deadline: Applications must be received by 5:00 PM April 26, 2013

Send application/resume to:

City of Prescott, Human Resources, 201 S. Cortez St., Prescott AZ 86303
(928) 777-1284 (928) 777-1347 (800) 748-6205 TDD (928) 777-1100 Fax: (928) 777-1213

Email: hr@prescott-az.gov **Visit our website at** www.prescott-az.gov

Posted: April 3, 2013

MAJOR BENEFITS FOR FULL-TIME REGULAR EMPLOYEES: Fourteen (14) days paid time off; Ten paid holidays; Employee Health and Life Insurance; Short Term Disability; Long Term Disability and Retirement benefits; Social Security; Deferred Compensation Plans other optional benefits. PROBATION: An established probationary period must be satisfactorily served by each employee. NOTE: When advised, reasonable accommodations will be made in order for an "otherwise qualified applicant" with a disability to participate in any phase of the selection process.