



City of Powell Position Description

Position Title: Director of Community Engagement
FLSA Status: Exempt
Reports to: City Manager
Employment Type: Full-time

Pay Grade: 6
Service Type: Unclassified
Revision Date: April 2024

Nature of Work:

This position is responsible for developing, coordinating, implementing, and administering impactful communication strategies that promote the City of Powell's brand and message. The Strategic Communication Officer will advise and represent City-wide public relations, marketing and communication and aid City leadership and staff in implementing effective communication strategies and tactics.

Given the nature of this classification's duties/responsibilities, it has been designated as Exempt under the governing Fair Labor Standards Act regulations and, therefore, is not entitled to formal overtime compensation and/or formal compensatory time.

Essential Functions of Work:

- Developing, implementing, and overseeing a comprehensive communications program that builds the public visibility and reputation of the City through key message development, branding, and external communication.
- Understanding all city department functions to effectively lead efforts in storytelling and promoting the efforts of the City.
- Acting as a point of contact during emergency situations overseeing news media, press releases, and press conferences.
- Facilitates cooperation and communication between staff and the public information function.
- Serves as media relations contact and public information officer for the City.
- Supporting City departments and divisions through public relations, writing, editing, digital communication (website, social media, email) and graphic design.
- Manages the City public website account with corresponding communication, including analytics and monitoring and tracking for multiple City programs, services and departments.
- Leads the planning and implementation of internal and external public relations events and activities.

- Formulating strategic communication to include digital advertising, brochures, newsletters, web pages, social media content, and news releases.
- Develops digital content strategies for the City's websites and social media platforms, promoting a plain language approach where appropriate.
- Ensuring consistent branding through all marketing and communications materials that adhere to the City's branding messaging standards.
- Building relationships with other City Department Directors, community leaders, and appropriate Delaware County and Central Ohio organizations to successfully collaborate on city-wide and regional projects and initiatives.
- Supporting Emergency Management Function by updating the City's crisis communication plan and training staff.
- Provides strategic advice and guidance to elected and appointed City officials concerning public relations aspects of policies, practices, procedures, programs, and actions.
- Assist with planning, organizing and implementation of community events.
- Identifies significant external and/or industry events or trends that may impact communications efforts; monitors social media for potential Public Relations issues and develops key messages or responses when needed.

Nonessential Functions:

- Answers letters and requests for information including public document requests on matters pertaining to the work of the department, division, agency, project, or program.
- Gathers information through research and prepares factual reports of information.
- Collaborating with consultants, photographers, videographers, and graphic designers in communication creation.
- Performs other related duties as assigned.

Supervisory Responsibilities:

- None.

Minimum Qualifications:

- A Bachelor's degree in Marketing, Public Relations, Communication, or a related field.

- At least 3- 5 years of progressively responsible public relations experience with a local government, corporate communication department, or an equivalent combination of education and experience.
- Regular attendance, as governed by and in accordance with applicable rules, regulations, procedures and laws, is regarded as an essential requirement of this classification.

Licensure/Certification Requirements.

- Possession of a valid Ohio driver's license and vehicle insurance.

Knowledge, Skills, and Abilities:

- Ability to multi-task duties and meet applicable deadlines with limited daily oversight.
- Principles and best practices related to the major social media platforms.
- Understand how social media, City communications and marketing reflect on the City as a whole, professionalism, best practices.
- Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.
- Ability to proofread and edit copy.
- Communicating clearly and effectively, both orally and in writing, and ability to speak before groups of people.
- Knowledge of strategic communications, marketing, public relations, and the latest communication trends.
- Create and maintain effective working relationships with fellow employees, city officials, other government agencies, social agencies, civic organizations and the general public.
- Work outside of non-standard business hours to include evenings, weekends or holidays for assisting with special events.
- Ability to work independently, under pressure, to achieve goals and to create a supportive work environment that encourages self-motivation.

Working Environment and Physical Requirements:

- Typical office environment. May be asked to visit other sites or facilities.

- Ability to operate standard office equipment in the performance of job functions such as a telephone, calculator, printer, scanner, computer, and copying machine.
- Prolonged periods of sitting at a desk and working on a computer.
- Ability to occasionally lift and move objects weighing 10 – 15 lbs.
- Occasional pushing, pulling, kneeling, reaching, and standing.
- Ability to work occasional evenings and weekends.