



City of Kansas City, Missouri Job Class Specification

Job Title: MEDIA MANAGER

Department: CITY
MANAGER'S
OFFICE
Grade: UNCLASSIFIED

Job Code: 1748

Status: EXEMPT

Summary

This position reports directly to an Assistant to the City Manager position. This position will assist with the supervision of the Communications Division of the City Manager's Office by serving as the front-line manager to Communication employees. This position may consult with the Assistant to the City Manager on problems, but works independently in supervising the global operations within their jurisdiction and is responsible for the proper administration and execution of all affairs within their supervision.

Duties and Responsibilities

- Demonstrates strong writing skills, communication abilities and teamwork qualities.
- Works with staff to identify, define and produce messaging based on the needs of the organization.
- Maintains a cooperative and collective relationship with outside stakeholders and other city departments.
- Works with different departments to ensure the City's messaging is consistent.
- Supports a multi-channel communications strategy.
- Supports and reinforces a brand voice and maintain brand integrity across all platforms and departments.
- Develops and maintains contacts with media members, influencers and community leaders.
- Supervises a team of communication, marketing and design professionals.
- Oversees and assists in the creation of digital, video, audio and print content.
- Oversees the administration and response to all Sunshine Requests in accordance with applicable laws and regulations.
- Represents Communications with effective verbal and written presentations.
- Responds courteously and tactfully to a demanding and diverse public in answering questions, explaining department policies, and handling complaints.
- Organizes and directs the activities of staff engaged in providing services and functions under the jurisdiction of Communications.
- Assists the Director with department activities such as recruitment of personnel; purchase of equipment; assignment of personnel and equipment; and the budgeting and control of expenditures.
- Assists in analyzing and resolving operational, procedural, and personnel problems.
- Provides regular updates to supervisor regarding assigned area and personnel.

- Develops plans designed to maintain department efficiency and responsiveness.
- Provides direction on major projects or problem areas under supervision.
- Oversees project management and ensure timeliness and completeness of projects.
- Perform other duties as assigned.

Technical Skills

- Strong written and verbal communication skills.
- Strong and demonstrated cultural competencies related to the execution of Communications strategies.
- Demonstrated knowledge and proficiency with communications technology.
- Knowledge of the theories, principles, and practices of effective public administration, with reference to Communication policies, personnel, and budget administration.
- Knowledge of modern management techniques, supervisory practices, and evaluation methods.
- Knowledge of the modern principles and practices of human resources.
- Knowledge of governmental organization management.
- Knowledge of the principles and practices of effective administration with particular attention to short- and long-term strategic planning.
- Familiarity with social media platforms and social media marketing.
- Impeccable copywriting and copy-editing abilities.
- Ability to demonstrate a basic understanding of the principles and methods of governmental funding, budget presentation, and monitoring.
- Ability to plan, organize, and direct a progressive public agency with several functional areas.
- Ability to organize and direct the activities of staff engaged in providing optimum services to both external and internal customers.
- Ability to plan, prepare, and administer an annual division budget and decision packages.
- Ability to effectively analyze and resolve operational, procedural, and personnel problems.
- Ability to develop formal agreements and contracts with other agencies and communities.
- Ability to make effective verbal and written presentations.
- Ability to establish and maintain effective working relationships with department staff, elected officials, community organizations, other agencies, and the general public.

Education and Experience

To be determined by City Manager.

Certificates/ Licenses/ Special Requirements Must pass a background check as prescribed by the City.

Supervisory Responsibility Supervision is exercised over all assigned professional personnel.

Supervision Received Work is performed under the general direction of the City Manager or a designee.

Created Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. Reasonable accommodation will be provided to qualified individuals with disabilities. The City of Kansas City has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.

Revised 5/23