



City of Kansas City, Missouri Job Class Specification

Job Title:	CITY COMMUNICATIONS OFFICER	Department:	CITY MANAGER
Job Code:	1739	Status:	EXEMPT
		Grade:	EX-6

Summary This is highly responsible administrative and technical work in serving as the official channel of communication between the city and the public. As manager of the Office of Corporate Communications, the incumbent advises city officials and managers in the development, establishment and maintenance of effective and consistent current and long range policies, plans and practices impacting public relations. The incumbent supervises video and print media production and assures these policies and practices are implemented in media presentations. Employee is required to work with considerable technical and managerial independence and in close cooperation with area media representatives and municipal officials. Work is reviewed through reports and conferences with the City Manager and evaluated through results achieved.

- Duties and Responsibilities**
- As manager of the Office of Corporate Communications, supervises the production of all video and printed communications; assigns promotional and informational projects to full-time and volunteer staff; informs staff on policies, guidelines and quality standards and how to adhere to these in production materials.
 - Advises elected officials and municipal managers in the development, implementation and maintenance of long range public relations policies, plans, practices and the resulting impact of these on relations with the public; assists department managers and representatives in develop-ing their public relations programs and developing promotional materials to advertise their activities.
 - Collects and analyses attitudes of key citizens groups to judge effectiveness of presentations and to assess program needs; conducts and participates in news conferences, special events and other programs of special interest.
 - Serves as liaison with print media representatives to promote coverage of municipal activities and serves as the city's official spokesperson to promote municipal activities and plans.
 - Researches a variety of topics in developing speeches for municipal officials.
 - Performs related duties as required.

Technical Skills

Through knowledge of :

 The principles, techniques and equipment used in video, print and mixed media productions.

 The principles, techniques and objectives of governmental public relations.

Considerable knowledge of:

 Modern broadcasting and print journalism styles and telecommunications systems.

 Opinion research and advertising techniques.

Ability to:

 Train and supervise technical employees in a variety of media production activities.

 Develop good working relationships with municipal officials and managers.

 Communicate effectively orally and through various media channels.

 Develop good working relationships with area media representatives.

Education and Experience

Accredited Bachelor’s degree with major course work in journalism or related area and five (5) years administrative experience in directing a major public information program.

OR

An equivalent combination of education and experience.

- Must possess a valid State –issued driver’s license in accordance with the City of KCMO.
- Will be required to pass a preemployment drug screen.
- Supervision is exercised over technical staff.
- Must pass a background check as prescribed by the City.
- Work is performed under the general supervision of the City Manager.

**Certificates/
Licenses/Special
Requirements**

**Supervisory
Responsibility**

**Supervision
Received**

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.

11/95

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Revised