

City of Fort Worth, Texas

Job Description

Classification Title	Communication and Public Engagement Director		
Job Code:	DH1191	Job Family:	Department Head
Pay Grade	309	Date Created:	09/01/2020
FLSA Status	Exempt	Date Revised:	

GENERAL SUMMARY

Plans, directs and manages the activities and operations of the Communication and Public Engagement Department. Coordinates communication and public engagement activities for the City of Fort Worth. Works with elected officials, City leadership and department representatives to ensure a comprehensive and coordinated public message. Provides complex administrative support to Assistant City Managers as needed.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Directs the activities of the Communication and Public Engagement Department, which includes planning, coordinating, administering, and evaluating programs, projects, processes, procedures, systems, standards, and/or service offerings; ensures compliance with federal, state, and local laws, regulations, codes, and/or standards.
2. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations.
3. Directs the coordination of content on various media, including printed material, social media, website updates, cable television station and other outreach and communications tools; oversees the City website, including updates and upgrades; and develops a broad understanding of City functions and initiatives to prioritize messages and manage departmental behavior.
4. Manages the implementation and development of new public outreach tools for the City; oversees the modification and improvement of current tools; and collaborates with departments to identify the needs and solutions for complex communications problems.
5. Provides media relations advice for elected officials, city leadership and departments; and serves on Emergency Management Office staff to provide media assistance and public outreach assistance.

6. Coordinates with the cable office to improve current programming and identify areas to improve and expand programming.
7. Provides executive staff assistance to City leadership around communications and public outreach efforts.
8. Performs other related duties as required.
9. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.
10. Pursuant to the City of Fort Worth's Code of Ordinances and Personnel Rules and Regulations, employees in this position cannot file an appeal of disciplinary actions taken against them.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Public relations.
 - Operational characteristics, services and activities of a large city providing a variety of services to the community.
 - Modern principles and practices of public administration.
 - Methods and techniques of conducting research.
 - Principles of business letter writing and basic report preparation.
 - Principles of municipal finance, budget preparation and control.
 - Principles of lead supervision and training.
 - Pertinent federal, state, and local laws, codes and regulations.
- **Skill in:**
 - Research and development.
 - Organization and time management.
 - Critical thinking and problem solving.
 - Computers and applicable software.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Direct, delegate, prioritize, manage and supervise the work of subordinates.
 - Evaluate circumstances to decide the best course of action.
 - Develop comprehensive communications plans for projects.
 - Work with others to develop a consistent message.
 - Use resources efficiently and effectively for best return on investment.
 - Conduct ongoing research and investigate new tools.
 - Work with media and staff to handle emergency and routine events.
 - Research and develop key points for emergency and routine events.
 - Develop department goals and branding guidelines.
 - Work with outside vendors to identify new tools to use on website.
 - Identify and develop new programming ideas.
 - Develop comprehensive communications plans for large citywide projects.
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MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in public administration, business administration, public relations, journalism, social sciences, marketing or a related field and eight years of increasingly responsible administrative experience, including four years of administrative and supervisory responsibility.

OTHER REQUIREMENTS

None.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.