

# City of Fort Worth, Texas

## Job Description

<b>Classification Title</b>	Chief Communications Officer		
<b>Job Code:</b>	EX1031	<b>Job Family:</b>	Executive
<b>Pay Grade</b>	311	<b>Date Reviewed:</b>	01/14/2022
<b>FLSA Status</b>	Exempt	<b>Date Revised:</b>	

### GENERAL SUMMARY

Under the direction of the City Manager's Office, assists in the planning, directing, management and review of the activities and operations of key City offices and programs with an emphasis on public relations, marketing, and communication initiatives. Coordinates City services and activities among City departments with internal and outside agencies.

*Responsible for the development and strategic outcomes of the assigned areas which include Integrated Communications, Public Relations, Government Relations, and Education Strategies. Provides highly responsible and complex support to the City Manager and Assistant City Managers.*

### 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. Annually evaluates the City's current communications and crafts a strategic vision and inclusive plan for improved, integrated and modern skills and resources to anticipate and meet the information, communication and marketing needs of key stakeholders, both internally and externally.
2. Proactively engages with the City Manager, Assistant City Managers, Mayor, City Council members, Department Leads and Public Information Officers to establish processes and enable a cohesive voice/presence on behalf of the City of Fort Worth that effectively represents the right balance of interests, viewpoints and messaging.
3. Fosters improved alignment and accountability within the organization among key communication points (internal and external facing).
4. Provides counsel and advice to City leadership and elected officials related to communications, media, marketing, incident/crisis management and response, governmental affairs, education strategies, diversity and inclusion and public engagement.
5. Develops and implements branding and marketing strategies to positively position Fort Worth as a dynamic, diverse and growing community for residents and businesses. Establishes and maintains relationship with primary media contacts.

6. Responsible for Community Relations and Engagement programming that readily connects the City departments and elected officials with the communities they serve.
7. Directs and oversees governmental relations programs to affect positive change in laws impacting the City of Fort Worth; Works with elected leaders, state agencies, the Governor, his/her appointed cabinet members and contacts in other municipalities. Maintains relationship with legal counsel to anticipate and monitor legal developments and pending cases that could impact the City of Fort Worth.
8. Oversees relationships and opportunities between the City of Fort Worth, public educational entities and appropriate partners, within and outside of the City, to develop City-wide educational strategies that deliver collective impact. Analyzes research and relevant data to identify best practices, align policies and prioritize resources.
9. Performs other related duties as required.
10. 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.
11. 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:**
  - Current principles and practices of public administration.
  - Services, operations, activities and challenges of a large and growing City and its delivery of services to the community.
  - Principles of municipal finance, budget preparation and management.
  - Principles of strategic integrated communications (employee, communications/engagement; HR communications, leadership communications, issues/crisis communications, media relations (traditional, social and emerging media), public relations, branding, marketing communications, content development).
  - Principles of community relations and community engagement.
  - General practice of Governmental Affairs.
  - Public Education systems and their impacts on the City
  - Operational characteristics, services and activities of a large city providing a variety of services to the community.
  - Pertinent Federal, State and local laws, codes and safety regulations.
- **Skill in:**
  - Leading, managing and developing teams in a complex organizational system.
  - Effectively delegating authority and responsibility while maintaining appropriate levels of accountability, operational control, and personal involvement.
  - Strategic planning, tactical execution and problem solving.
  - Research/development and data analysis.
  - Designing and delivering multiple programs, projects and tasks in a dynamic environment.

- Managing integrated communications, marketing campaigns and media relations via traditional and digital channels.
- **Ability to:**
  - Manage the multiple and complex inputs necessary for political processes and decision-making.
  - Work as a team player who values diversity, cooperation, collaboration, and mutual respect at all levels.
  - Anticipate problems, identify alternative courses of action and prepare proactive recommendations, as well as to advocate, defend and support those recommendations.
  - Demonstrate and contribute to sound decision-making in high pressure and fast-evolving situations.
  - Anticipate/mitigate risk and protect and promote the reputation of the City of Fort Worth and its leaders.
  - Motivate, mentor and manage teams through direct and indirect influence; Ensure plans, with specific goals and metrics, are in place for each function within the CCO's scope.
  - Manage budgets and resources in a cost-effective manner and the capacity to maximize available resources against a balance of competing and/or changing needs.
  - Interpret and apply City policies, procedures, rules and regulations as appropriate.
  - Reinforce, reflect and showcase the City's values, priorities and work through communications with broad audiences - at times with little advance notice.
  - Effectively distill and succinctly articulate City-related issues, goals and objectives to elected officials, key City staff and department leads as well as the public in an appropriately engaging and effective manner.
  - Develop comprehensive plans for City-wide projects and ensure that major City announcements and events have a comprehensive communications/messaging plan and that stakeholders are aware of and aligned regarding plans and respective roles in advance of roll out.
  - Commit to regularly and proactively communicating across all levels of the City organization, elected officials and the Fort Worth community with consistent voice and accurate information in a timely manner.
  - Demonstrate a mindset of transparency along with highly developed presentation and listening skills.
  - Select, negotiate and work with outside vendors (new and established) to access the needed technology, tools and resources for team to deliver anticipated results.
  - Maintain an understanding of the political process while avoiding personal involvement in political issues.

## **MINIMUM JOB REQUIREMENTS**

Master'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.