

City of Fort Worth, Texas Job Description

Classification Title	Assistant Communication & Public Engagement Director		
Job Code:	AD1281	Job Family:	Assistant Department Directors
Pay Grade	305	Date Reviewed:	02/24/2024
FLSA Status	Exempt	Date Revised:	

GENERAL SUMMARY

Assists in directing the planning, directing, managing and overseeing the activities and operations of the Communication and Public Engagement Department. This includes public outreach and engagement, strategic (internal and external) communications, media relations, digital and social media management. Coordinates communication and public engagement activities for the City of Fort Worth with City leadership, elected officials and department representatives to ensure a comprehensive and coordinated message. Provides complex administrative support to Chief Communications Officer 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. Assists in managing the development and implementation of departmental goals, objectives, policies and priorities for each assigned service area.
4. Assists in establishing appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; and allocates resources accordingly.
5. Monitors and evaluates the quality, responsiveness, efficiency and effectiveness of assigned communication and public engagement programs, service delivery methods

and procedures; and works with subordinate employees on the continuous improvement of city services.

6. Provides media relations advice for City leadership, elected officials and departments; and in critical incidents provides media assistance and public outreach assistance to the Emergency Management Office.
7. Acts as professional resource/advisor to employees and management including any special committees and project management concerning communication and public engagement programs.
8. Participates in developing the department budget; forecasts funds needed for staffing, equipment, materials and supplies; and implements budgetary adjustments, as needed.
9. Develops requests, evaluates and negotiates proposals for contracting various services; and monitors the work of contractors and the money associated with services.
10. Performs other related duties as required.
11. 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.
12. 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.

When assigned to the Strategic Communications Division:

1. Assists in the coordination of content of various media, including printed material; social media and other outreach and communications tools; has oversight of website updates, upgrades, and web staff; and develops a broad understanding of City functions and initiatives to prioritize messages and manage consistent departmental output.
2. Develop and implement an integrated comprehensive strategic communication plan through the inventory of platforms to advance the City's brand identity and broaden awareness, priorities and accomplishments both internally and externally; ensure communication strategies are consistent with the City's strategic plan and vision.
3. Implements internal communication strategies to ensure consistent messaging across all departments.
4. Foster a culture of transparency and collaboration; coordinate with department heads and PIOs to streamline communications and engagement.

When assigned to the Planning & Customer Service Division:

1. Oversees the operations aspects of the Planning & Customer Service business and operational functions of the department.
2. Collaborate with team leaders to manage, plan and develop and implement 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. Assesses various community concerns, values, and opinions on City projects, programs, and initiatives and presents findings to City staff.
3. Partner with team leaders to analyze call center metrics and data to identify areas for improvement and implement and execute a cross-platform strategy to enhance communication/engagement strategies.
4. Foster a culture of transparency and collaboration; coordinate with department heads and Public Information Officers (PIOs) to streamline communications and engagement.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Modern principles and practices of public administration.
 - Operational characteristics, services and activities of a large city providing a variety of services to the community.
 - Methods and techniques of conducting research.
 - Principles of AP style and 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.
 - Ability to regularly interact with executive staff and elected officials.
- **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.

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 six (6) years of increasingly responsible experience, including three (3) years of 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.