

City Of Dunedin, Florida  
Class Description

Position Title: **Communications Director**  
Communications Department

**General Description Of Duties**

Under administrative direction, plans, directs and supervises the various functions of the Communications Department to promote the City of Dunedin and keep residents, the media and the general public informed about events in the City. Coordinates and oversees all production aspects for operation of the City's Public Television station, City of Dunedin website, social media and Emergency Notification Services. This position is responsible for the strategic planning of the television channel, media operations, programming, website management, equipment acquisitions, social media, public relations, as well as the production of City website, video and multimedia projects. Reports to the City Manager.

**Specific Duties and Responsibilities**

Examples of Essential Job Functions

***The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position.***

Oversees the daily operation and maintenance of the Communications Department. Scope of responsibility includes the television studios, website, social media, production and editing equipment; schedules physical resources and personnel to meet production schedule, ensuring proper equipment and supplies are available to complete each task, determines the production and airing schedules as needed.

Ensures the proper dissemination of public information in compliance with all applicable policies, procedures, laws and regulations; responsible for all aspects of City-related public information as it pertains to media relations, social media, and crisis communications.

Coordinates the recording and broadcast of live, televised public meetings; plans, coordinates, writes, directs, produces, and broadcasts television programs and special video projects.

Coordinates all aspects of television production, including project assignments, pre-planning, scripting, producing, directing, post-production, and field production.

Participates in and/or oversees all phases of field production activities including script writing, scouting locations, interviewing, set-up, and striking.

Manages the day-to-day operations of Dunedin Television; oversees, manages and implements the City's Social Media strategies and outreach, and the City website to deliver consistent, relevant information and coordinates public relations.

Curates content to increase audience engagement on the City's social media channels.

Serves as lead point person on media interactions that help promote and/or impact the City and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to the City; disseminates public announcements and information about City projects.

Develops a strategic communications plan for the City, identifying challenges and emerging issues faced by the department and City; leads the execution of the plan.

Directs and supervises technical personnel: supervisory duties include scheduling, training, assigning, reviewing and planning the work of others; maintaining standards, coordinating activities, allocating personnel, selecting new employees, handling personnel issues, including recommending disciplinary action, employee transfers, promotions and discharge. Supervises and trains production personnel and other staff on proper care and use of appropriate equipment.

Develops and administers the Communications Department operating and capital budgets; monitors and approves all expenditures including equipment acquisition.

Plans, analyzes and coordinates purchasing and maintenance of technology for the Communications division.

Coordinates and participates in communications, public relations, marketing, and information projects and activities with other City Departments, Government Agencies, Committee Groups, Contractors, Consultants and Community Organizations as necessary.

Works with staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Oversees the Emergency Notification System.

Responds to inquiries from the public and maintains a good working relationship with interdepartmental City staff and other private or public professionals.

Prepares and compiles data for a variety of reports, records, and correspondence as needed.

Performs video documentation of crisis preparation and recovery operations of city employees.

Operates video equipment such as cameras, switchers, audio mixers, videotape recorders/players, editors, character generators, video servers and automated playback equipment.

Oversees, and/or executes the development of electronic communications as needed, including the City's website and other electronic communications

Exercises judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed

Manages relationships with any communications-related vendors or consultants

Mentors and develops staff using a supportive and collaborative approach on a consistent basis.

#### Additional Job Functions

***While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.***

Maintains the video public records library; manages and coordinates the digital photo archive.

Maintains an accurate media contact database.

Acts as the City Liaison to the Public Relations Action Advisory Committee.

Performs routine office work as required, including but not limited to answering the telephone, typing reports and correspondence, copying and filing documents, assisting customers, recording/retrieving data on computer, etc.

Performs related duties as required.

### **Minimum Training and Experience**

Requires a Bachelor's Degree in Communications or a related field, supplemented by a minimum of five years' experience in a communications role, and three of which have been in a supervisory capacity. Two years of experience in video production, website and social media management.

Experience managing and executing across several communications media is required, as well as experience with Microsoft Office Suite. Experience with Adobe Creative Suite, HTML or other website design software. Proven experience in effective public speaking and communicating with the media is preferred.

An equivalent combination of education, training and experience that provides the required knowledge, skills and abilities may be considered.

### **Special Requirements**

Must possess a valid Florida driver's license, with a good driving record.

### **Performance Aptitudes**

**Data Utilization:** Requires the ability to review, classify, categorize, prioritize and /or analyze data and/or information. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

**Human Interaction:** Requires the ability to provide guidance, assistance and/or interpretation to others on how to apply procedures and standards to specific situations. Must be a capable leader, manager and coach.

**Equipment, Machinery, Tools and Materials Utilization:** Requires the ability to use, operate and/or handle various types of audio-visual equipment such as cameras, switchers, mixers, lighting and camera supports, computer, copier, calculator, telephone, hand tools, testing devices, drafting tools, etc.

**Verbal Aptitude:** Requires the ability to use a variety of reference, descriptive, advisory and/or design data and information.

**Functional Reasoning:** Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

**Situational Reasoning:** Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against measurable or verifiable criteria.

### **ADA Compliance**

**Physical Ability:** Tasks involve the ability to exert moderate, though not constant physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds). Some tasks require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

**Sensory Requirements:** Some tasks require visual and auditory perception and discrimination as well as oral communications ability.

**Environmental Factors:** Tasks involve occasional exposure to adverse weather conditions, temperature extremes, wetness/humidity, smoke/dusts/pollen, electric currents, noise extremes, vibrations, machinery hazards.

### **Performance Indicators**

**Required Knowledge, Skills & Abilities:** Thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential duties of the Communications Department. Knowledge and understanding of the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Possesses a working knowledge of methods used in video production, television broadcasting, and post-production. Knowledge of proper English usage, grammar, vocabulary and spelling. Knowledge of and skill in the use of modern office equipment, including computers. Strong oral and written communication skills are required. Good computer skills, with the ability to learn new software related to communications quickly. Ability to react professionally at all times, dealing with sensitive situations with tact and diplomacy. Ability to prioritize and follow through

effectively. Ability to provide leadership and supervision as required. Ability to take the initiative to complete the duties of the position without the need for direct supervision. Possesses the ability to plan, organize and prioritize daily assignments and work activities. Ability to read and interpret complex materials pertaining to the responsibilities of the job. Ability to assemble and analyze information, and make oral and written reports and records in a concise, clear and effective manner. Has the mathematical ability to handle required calculations. Ability to maintain effective relationships with personnel from other departments, professionals and members of the public and media through contact and cooperation. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

**Quality of Work:** Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

**Quantity of Work:** Performs described Essential Functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

**Dependability:** Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas. Good entrepreneurial work ethic and a desire to "get the job done".

**Attendance:** Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and leave requests.

**Initiative and Enthusiasm:** Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

**Judgment:** Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

**Cooperation:** Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with established policies or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

**Relationships with Others:** Shares knowledge and own ideas with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees.

Communications Director, City Manager's Office – Communications Department

Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image. Promotes a culture of high performance and continuous improvement that values learning and a commitment to quality

**Coordination of Work:** Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

**Safety and Housekeeping:** Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

*The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

Approved:

  
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City Manager

  
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Date