

## **COMMUNITY ENGAGEMENT DIRECTOR**

### **Nature of Work**

Employees in this class are under the administrative direction of the City Manager. Work is performed in public relations, marketing, and community engagement projects. Responsibilities require a high degree of emotional intelligence in day-to-day work, decision making, and problem solving.

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title: this is not an exhaustive list of all responsibilities, duties, and skills required: and subject to change, as approved by the City Manager.

### **Illustrative Examples of Work**

- Maintains City social media communications and accounts in conjunction with individual City departments and ensures that the electronic content for the city is continuously relevant and up to date.
- Manages and creates City website content including the posting of articles, pages, photographs, videos, events, media, and related materials, develops articles and edits content for newspapers, journals, and digital media platforms.
- Prepares and writes applicable news releases; produces videos (films, directs and edits) promoting the City; fields and directs responses to media related inquiries.
- Responds to non-personnel related public information requests in a timely and consistent manner with State of Tennessee and City policies and procedures.
- Serves as liaison to various civic organizations; serves as City's representative when requested to do so at civic functions and special events.
- Serves as liaison to the media and a city spokesperson for routine city issues and services.
- Implements community engagement programs and special projects as directed by the City Manager; coordinates special City events; provides suggestions, advice, and support to City Manager and department heads; performs related work as required.
- Prepares City Commission meeting agenda & minutes. Attends City Commission meetings.
- Engages with external stakeholders to develop better understanding of how organizations and businesses contribute to the City's image and culture.
- Coordinates with the Community Development Director for commercial constituent services such as business relations and economic development.
- Performs routine administrative support tasks as directed by the City Manager.

### **Desirable Knowledge, Ability, Skill**

- Knowledge of media operation and public relations functions.

- Knowledge of writing and editing skills necessary to prepare public relations materials.
- Knowledge of Microsoft Office Suite, web analytics and various social media applications.
- Knowledge of publishing/design software and pertinent specialty software (such as Canva).
- Knowledge of professional applications of research and writing skills.
- Knowledge of social media platforms and management.
- Ability to gain thorough knowledge of City services and departmental programs.
- Ability to present information clearly and concisely to various audiences.
- Ability to communicate effectively both orally and in writing.
- Ability to establish and maintain an effective working relationship with the public and co-workers and present a positive public image for the city and its departments.
- Ability to manage highly confidential information with appropriate discretion.
- Demonstrated leadership skills: ability to interact with city personnel; ability to remain calm and professional under stress; organized with the ability to multitask and meet deadlines.

## **Essential Job Requirements**

### General Physical Requirements:

- This position includes sedentary as well as non-sedentary functions. Tasks include those associated with the use of office-related tools, such as computers and peripherals. Attending functions outside of standard business hours; and preparing/providing public speaking engagements to a variety of groups and organizations, including City Council.

### Physical Activities:

- Kneeling, Crouching, Reaching, Standing, Walking, Lifting, Grasping, Feeling, Talking, Hearing, and Repetitive Motions. Frequently communication via telephone, email, and other electronic/digital devices and platforms.

### Visual Acuity:

- The worker is required to have close visual acuity to perform an activity such as: preparing emails, agendas, and other electronic/ digital material.
- The worker is required to have visual acuity to determine the accuracy, neatness, thoroughness of work assigned.
- The worker is required to have visual acuity to operate motor vehicles and a valid driver's license.

### Working Conditions:

- The worker may be required to navigate locations, both indoor and outdoor and possibly in inclement weather to produce work material, may be exposed to adverse environmental conditions, such as working outdoors in rain, heat and/or cold.

### **Desirable Training and Experience**

Bachelor's degree from an accredited college or university with a major in public relations, communications, journalism, marketing, or related field desired; 2-3 years of experience in public affairs/ relations, or communications preferred; or a combination of education and experience equivalent to the required knowledge and abilities.

Required Certification/Licenses: Must possess a valid Class D driver license issued by the State of Tennessee. Must pass a drug screen and physical examination based on the essential functions of the job given by the city's designated physician.