



EMPLOYMENT OPPORTUNITY

COMMUNICATIONS MANAGER

\$9,018 – \$10,988/month

FULL-TIME/Exempt

*First review: **Thursday, June 6, 2024, 12:00 pm.***

Apply early. Interested parties are strongly encouraged to submit application materials as soon as possible.



Why work for the City of Agoura Hills?

When you become part of the City of Agoura Hills family, you will work alongside a team of dedicated, skilled and highly motivated professionals, who contribute their talents and commitment in providing excellent services to our community. Here is an outstanding opportunity to join the City Manager's department in a dynamic organization dedicated to serving the Agoura Hills community.

What You'll Do

- Develops and manages communication and outreach efforts and materials to enhance the visibility of the City's programs, projects, initiatives, and services.
- Manages the activities of the City's Public Information Team, schedules meetings and provides regular guidance and assistance to support team members.
- Oversees and ensures the consistency of the City's brand across all City publications, outreach materials, multimedia, website, and social media sites. Work with staff in all departments to ensure consistency in messaging and branding.
- Performs public and media relations duties; responds to inquiries and requests for information from the media, governmental agencies, and members of the public; establishes a positive working relationship with representatives of community organizations, local media, state/local agencies, and the public.
- Coordinates outreach, communication, and media coverage for special events.
- Develops content for news releases, social media, publications, website, scripts, presentations, and related public outreach.
- Develops content for and oversees the design of communication tools, channels and materials which includes the City podcast, newsletter, social media platforms, website, etc.
- Serves as the City's Public Information Officer (PIO) during emergencies; maintains constant, accurate information as a member of the City's Emergency Operations Center Team; and assists with broadcasting and content for the City's Emergency Alert System.
- Oversees and regularly updates the City's website. Works closely with City departments to ensure branding consistency, accuracy, and availability of information.

- Represents the City at community, inter-agency and relevant professional organizations' events and meetings. Elicits opinions and relevant feedback, answers questions and addresses concerns. Facilitates discussions and represents the City positively and effectively.
- Reviews, analyzes, evaluates, and summarizes qualitative and quantitative data to monitor the success of the City's strategic communications efforts, including resident satisfaction, cost-effectiveness and overall value to the community.
- Coordinates and facilitates meetings with the Communications Subcommittee.
- Initiates and monitors necessary changes and modifications to current services and forecasting for future planning.
- Coordinates and facilitates communication and strategic planning activities for the City Council and City departments as directed. Prepares presentations, speaking points, scripts and handouts for the City Manager, Assistant City Manager and City Council.
- Oversees the communications budget and budgets for special projects, tracks expenditures; participates in the forecast of necessary funds for materials, services, and supplies; monitors and tracks approved budgets; discusses and resolves budget issues; implements adjustments as necessary; administers contracts that relate to the City's communications efforts; and approves invoices.
- Manages, supervises, and coordinates the work scopes of consultants and assigned staff, issue requests for proposals and monitors contracts.
- Monitors changes in laws, regulations, and technology that may affect communication operations; implements policy and procedural changes, as required.
- Maintains on-call status during emergencies and special events.
- Availability for occasional after-hour communications tasks, as needed.
- Performs other duties as assigned.

**What You Bring
EXPERIENCE/EDUCATION**

A combination of education and experience that provides the required knowledge and abilities may qualify. A typical way to obtain the knowledge and skills would be:

Experience:

Five years of increasingly responsible communications, public relations, community relations or media relations experience, including one year of experience providing functional and technical direction to staff. Three years of experience performing public relations in a public agency is highly desirable.

Education:

Bachelor's degree in journalism, public relations, public administration, communications, or a related field.

ABILITY TO:

- Work independently and with a high degree of administrative discretion with all City departments and representatives of other organizations and agencies and work productively and efficiently without direct supervision.
- Manage, develop and implement Citywide strategic communications, community outreach, marketing campaigns and programs.
- Provide strategic direction, develop operational goals, objectives, policies and procedures for the City's communications programs, and oversee community outreach and media relations efforts.
- Work directly with the City's communications consultant to implement the strategic communications plan, media, outreach and public relations services.
- Manage crisis communications and ensure timely notifications to the community during emergency situations.

KNOWLEDGE OF:

- Principles and practices of communications, media, and community relations in a local government environment.

- Writing, editing, graphic design, media relations, photography, social media, website, audio and video techniques and best practices.
- Effective community outreach techniques.
- Recent developments, best practices, and current literature in the field of communications and public relations.
- Principles and practices of supervision and municipal budgeting.
- Local community groups, including non-profit organizations, homeowner's associations, commissions, boards, schools, and other stakeholders.
- Modern office methods, practices, and equipment, including software such as Word, Excel, desktop publishing, Canva, Adobe Creative Suite, Constant Contact, etc.
- Emergency Operations and Crisis Communications.
- Techniques and strategies for effective and engaging website layouts to enhance the experience for the end user.

SKILLS IN:

- Developing, implementing, and evaluating a comprehensive communications program.
- Planning, organizing, coordinating, and implementing community outreach activities, special events and other complex projects, reports, and assignments.
- Supporting the City's executive team and City Council with preparing communication materials, such as speeches, presentations, and announcements, for community meetings and outreach activities.
- Directing the City's Public Information Team and consultants.
- Conducting, analyzing, and interpreting research to make recommendations consistent with current laws, regulations, and policies.
- Developing and maintaining effective working relationships with internal and external audiences.
- Handling difficult situations with tact and diplomacy and maintaining an open and approachable manner.
- Communicating clearly and concisely, both orally and in writing.
- Preparing and maintaining accurate and complete records.
- Representing the department and the City in meetings with governmental agencies, community groups, and various business, professional, educational, and governmental organizations.
- Exercising good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.
- Understanding and following work rules and procedures.

LICENSES/CERTIFICATIONS/SPECIAL REQUIREMENTS:

Possession of a valid Class C California driver's license, and a satisfactory driving record.

PHYSICAL DEMANDS:

The physical demands described 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.

Must possess mobility to work in a production/office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, over the telephone, or over remote conferencing using Zoom or other similar software.

This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry office and production materials, cable, telecommunications and other equipment, reports and records that typically weigh less than 50 pounds. Ability to interact with City management, other governmental officials and agencies, employees, and the public.

WORK ENVIRONMENT:

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. May work out-of- doors in all weather conditions to direct the operation of telecasts and operate equipment. May travel to sites outside of the City. May be required to work some evening, weekend and holiday hours, and special events.

ARE YOU READY? APPLY!

Submit your application and resume online at www.agourahillscity.org or to Human Resources, City of Agoura Hills, 30001 Ladyface Court, Agoura Hills, CA 91301. Questions: email Celeste Bird at cbird@agourahillscity.org. Resumes may be attached to completed applications; however, a resume will not be accepted in lieu of an official City Application. **The first review will be on Thursday, June 6, 2024, at 12:00 pm.** Qualified candidates are encouraged to apply early! Candidates with the most relevant qualifications will be invited to an interview.



THE FINE PRINT:

Prior to hire, candidates will be required to successfully complete a pre-employment process, including employment verification, reference check and, in compliance with the Immigration & Control Act of 1986, all new employees must verify identity and entitlement to work in the United States by providing required documentation including a criminal history questionnaire and Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) fingerprint check. A conviction history will not necessarily disqualify an applicant from appointment; however, failure to disclose a conviction will result in disqualification from the recruitment process.

Candidates with a disability who may require special assistance in any phase of the application process should advise the Human Resources Department upon submittal of application. Documentation of the need for accommodation must accompany the request. The City of Agoura Hills is an Equal Opportunity Employer (EOE).