



**VILLAGE OF HOFFMAN ESTATES
JOB DESCRIPTION
COMMUNICATIONS MANAGER**

EFFECTIVE DATE: September 13, 2021

DEPARTMENT: General Government	WORK LOCATION: Village Hall		FLSA STATUS: Exempt
CLASS CODE:	RANGE: 25S	PENSION: IMRF	UNION: Non-Union
REPORTS TO: Assistant Village Manager	LEVEL OF SUPERVISION RECEIVED: General Direction		LICENSE/CERTIFICATES: Valid Illinois Class D Driver's License

SUMMARY:

The Communications Manager is responsible for the development and implementation of a comprehensive communications, marketing and public relations plan for the Village. Strategies will focus on developing and articulating common themes and messages regarding the Village's mission, services, programs, and branding strategy. The position will manage and execute all Village communications and public information strategies through electronic, print, and broadcast media. Specific responsibilities include, but are not limited to creation of print and e-newsletters; managing website content, intranet, and social media content; writing press releases; coordinating economic development marketing efforts; preparing and publishing general and emergency communications; designing Village promotional materials; promoting special events; supervising the Multimedia Production Manager and providing programming oversight to the Cable TV division; and acting as liaison to news media professionals, community groups, businesses and advisory committees.

Responds to and interacts with residents, employees, news media, Village officials, volunteer commissions and/or others within and outside the organization in a courteous, professional and effective manner.

JOB NO.	ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES	FREQUENCY
1.	Work collaboratively with the Village Manager's office and leadership team to create a Village brand strategy and to ensure an optimal level of internal and external communications. Guide the leadership team in developing a wide range of strategic and integrated marketing and communications programs that enhance, promote, and brand the Village.	Monthly 25%
2.	Manage, oversee and ensure consistency of all aspects of the Village's communications program, including print and e-newsletters, online platforms, press releases, media relations, electronic message boards and other public information platforms.	Monthly 30%
3.	Enhance the Village's online presence, ability to disseminate information and cultivate positive public relations with the community. This includes being mindful of various community perspectives and the need for Village communications to reach a diverse audience.	Monthly 15%
4.	Plan, edit, write, design and maintain updates of the Village's website and social media. Train employees on use, set permissions, troubleshoot issues of website and social media. Increase visibility of website and social media content. Website administration will also include training, troubleshooting and setting permission levels for employees.	Daily 15%
5.	Serve as the Village's spokesperson and media liaison. Develop press releases for distribution. Monitor and inform the Village Manager of pertinent Village media coverage and municipal-related media coverage. Assist Police and Fire Public Information Officers, as needed.	Weekly 10%
6.	Plan, edit, write, design and coordinate production and distribution of the Village's print and e-newsletters.	Weekly 15%
7.	Work with Village departments to develop public information documents (flyers, brochures, new resident packets, factsheets, etc.), to communicate information on Village services and programs, and to ensure consistency with the overall Village message, branding and organizational goals.	Monthly 10%
8.	Assist the Economic Development Director in developing and executing marketing plans, programs and initiatives. Support Economic Development through the Village website and social media.	Weekly 10%
9.	Coordinate with staff in the promotion of Board and Commissions events, Village news and other local and regional activities. Coordinate and oversee photographic opportunities at such Village meetings and community events for use in Village communications.	Weekly 10%
10.	Supervise Multimedia Production Manager and direct programming communications efforts for municipal cable access television and YouTube to ensure consistency with the overall Village message, branding and organizational goals.	Weekly 10%

11.	Monitor marketing and social media analytics to determine successful communication outcomes. Maintain a record of communications and public relations efforts.	Monthly 10%
12.	Prepare communications budget recommendations and track expenditures throughout the year.	Monthly 5%
13.	Manage contracts and relationships with outside vendors, including the website provider, newsletter-printing firm and others.	Annually
14.	Operate and properly maintain all tools and equipment needed to perform the essential job functions and responsibilities listed above while adhering to all safety rules and practices.	Daily

JOB NO.	OTHER RELATED DUTIES
1.	Assist departments with internal communications, presentations or special projects as assigned.
2.	Attend Village Board meetings and other public meetings as required. Must be familiar with subject matter covered at Board meetings and planning sessions to stay informed of decisions, projects and community sentiment.
3.	Assist with other forms of internal and external communications as needed.
4.	Assist staff with responding to general inquiries from the public and fulfilling requests for information that arrive via social media, the website, or from other sources.
5.	Maintain active involvement in professional organizations related to public sector communication and public relation efforts.
6.	Develop and provide educational and training opportunities for Village Officials and staff regarding the public information program and media relations.
7.	Assist in the establishment of social media and other communications policies for employees.
8.	Serve as lead of Public Information team in the Hoffman Estates EOC.
9.	Follow all safety rules and regulations of the Village.
10.	Performs other duties, tasks, and responsibilities as assigned.

SUPERVISORY RESPONSIBILITIES: (Select one – required)

None required

Supervisory responsibilities are required to be carried out in accordance with the organization's policies and applicable laws. (**List specific responsibilities below**)

- Supervise Multimedia Production Manager and direct programming communications efforts for municipal cable access television and YouTube. Help develop goals and opportunities to further growth and training. Perform annual performance evaluation.

EDUCATION, EXPERIENCE AND COMPUTER SKILLS:

The designated education and experience levels best describe the minimum requirement needed to fulfill the essential job functions. However, any combination of equivalent education or experience may be considered.

Education Level (Select one - required)

- High school education with vocational training
- High school diploma or general education degree (GED)
- Two or more years of college coursework in related field
- Associate's degree (A.A.) from two-year college or technical school
- Bachelor's degree (B.A.) from four-year college or university
- Master's degree (M.A.)
- Doctoral degree (Ph.D)

Degree or coursework should be in...

BA in Journalism, Communications, Marketing, Public Relations or related field. Master's Degree a plus, but not required.

Experience Level (Select one - required)

- No prior experience or training required
- Six months to one year related experience
- One to two years related experience
- Two to four years related experience
- Four to ten years related experience

Minimum of four years progressively responsible experience in communications, preferably within public sector or non-profit organization.

Additional Experience (Select as appropriate)

- Experience in supervisory capacity...
- Experience in management capacity...
- Must meet the requirements as set by the Fire & Police Commission

Enter number of years required here

2 - 4 years

Computer Skills (Select as appropriate)

- Entry and processing of data
- Word Processing data
- Spreadsheet software
- Database software

- Specialized applications:

Specialized graphic design software, Constant Contact, Granicus govAccess, Microsoft Office, Adobe Acrobat

COMMUNICATION SKILLS:

English Language/Communication Skills (Select one)

- Basic skills Ability to read, comprehend, listen to and follow basic verbal or written instructions and provide appropriate feedback. Ability to read, comprehend and/or create routine correspondence and memos using proper spelling, grammar, punctuation and sentence structure. Ability to effectively convey information one-on-one or to small groups of employees or customers.
- Intermediate skills Ability to read, comprehend, listen to and follow complex verbal or written instructions from multiple sources. Ability to provide appropriate feedback by asking probing questions and/or suggesting alternative approaches. Ability to read, comprehend, create and explain to others complex correspondence, reports and/or manuals. Ability to convey procedures and policies one-on-one or in groups to employees or customers.
- Advanced skills Ability to read or interpret all types of documents including safety rules and regulations, and procedure manuals. Ability to create and edit reports and correspondence from varied source material using appropriate style and format. Clearly convey instructions to employees or team. Ability to speak clearly and effectively before groups of customers answering questions appropriately.
- Business skills Ability to read, research, and analyze general business periodicals, professional journals, technical reports, finance documents or government laws and regulations. Ability to write reports, business correspondence, manuals and draft policies and procedures. Ability to effectively make presentations and respond to questions from groups of managers, customers, citizens, or other agencies.
- Specialized skills Ability to read, analyze and interpret professional, scientific, or technical manuals, procedures, plans, schematics, maps, blueprints, licenses, and/or legal documents. Ability to respond to inquiries from managers, customers, business community or regulatory agencies. Ability to draft responses to complex or technical issues and/or effectively present technical concepts or information to managers, customers, or other agencies in concise understandable terms.

Foreign Language Skills (Complete if applicable)

- Fluency in foreign language skills is:
- A Plus
- Preferred
- Required
- Ability to speak and/or read, write and comprehend.

Required Language:

REQUIRED COMPETENCIES:

To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. The required competencies listed below are representative of the knowledge, skills, and/or abilities required for successful job performance.

Knowledge of:

- Principles and best practices of management, marketing, communications and public relations.
- Current communications trends, including social media.
- Pertinent Federal, State and local laws, codes and regulations.
- Computer software programs, graphics programs, and analytics tools.
- Leadership and motivational principles.
- Working knowledge of municipal government, including municipal economic development principles and practices.

Ability to:

- Provide conceptual and strategic leadership in the Village's communications efforts.
- Plan and direct the flow of information through various forms of public media to ensure the Village communicates in an accurate and timely manner.
- Communicate clearly and concisely, both verbally and in writing.
- Develop and manage Village communications – both internal and external. This includes, but is not limited to, newsletters, brochures, graphs, reports, letters, press releases, etc.
- Identify, research, analyze and resolve problems in a timely manner.
- Respond to sensitive press inquiries related to policy discussions, Village services and high-profile incidents. Handle confidential information with discretion.
- Read, comprehend and analyze in a timely manner, large quantities of complex materials, draw conclusions and develop plans of action.
- Work independently or in a collaborative environment.
- Manage multiple tasks and projects simultaneously.
- Establish and maintain an effective working relationship with elected officials, senior staff, employees, media representatives, the business community, community groups and any other stakeholders.
- Plan and conduct communications training.
- Supervise, mentor, train and evaluate the performance of direct reports.

Skills:

- Possess strong writing, editing and proofreading skills with the ability to write speeches, letters and other targeted correspondence and public information documents.
- Advanced computer skills. Daily work will require a thorough understanding of word processing, spreadsheets, email communication, marketing platforms, graphic design, analytics, social media platforms, presentation creation and website troubleshooting and management.
- Public speaking: deliver presentations, address audiences and convey information to various sized groups.
- Strong management and leadership skills required. Key competencies include: motivation, creativity, strategic thinking, organization, communication, decision making, vision, and planning.

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 with or without reasonable accommodations.

(mark all 17 activities)

----- Amount of Time -----

<u>Physical Activity</u>	None	Less than 1/3	1/3 to 2/3	More than 2/3
Stands	_____	<u> X </u>	_____	_____
Walks	_____	<u> X </u>	_____	_____
Sits	_____	_____	<u> X </u>	_____
Uses fingers in a repetitive motion	_____	_____	<u> X </u>	_____
Uses hands to grasp, finger, handle, or feel	_____	<u> X </u>	_____	_____
Reaches with hands and arms above shoulder	_____	<u> X </u>	_____	_____
Climbs or balances	<u> X </u>	_____	_____	_____
Twists or turns	_____	<u> X </u>	_____	_____
Stoops, kneels, crouches, bends, or crawls	_____	<u> X </u>	_____	_____
Pulls, pushes, or carries	_____	<u> X </u>	_____	_____
Talks or hears	_____	_____	_____	<u> X </u>
Tastes or smells	<u> X </u>	_____	_____	_____
Operates a motor vehicle or heavy equipment	_____	<u> X </u>	_____	_____
Lifts or move 0 to 10 pounds (sedentary)	_____	<u> X </u>	_____	_____
Lifts or move 10 to 20 pounds (light)	_____	<u> X </u>	_____	_____
Lifts or move 20 to 50 pounds (moderate)	<u> X </u>	_____	_____	_____
Lifts or move 50 to 100 pounds (heavy)	<u> X </u>	_____	_____	_____

VISION DEMANDS:

The vision demands described here including the ability to adjust focus, close vision, sharpness of vision, depth perception, peripheral vision, distance vision, hand-eye coordination or as otherwise specified by the Board of Fire and Police Commissioners, are representative of those that must be met by an employee to successfully operate the tools and equipment needed to perform the essential functions of this job.

Other Vision Demands (select if applicable)

_____ Absence of color blindness

 X Corrected vision of...

_____ Uncorrected vision of...

As required by the Secretary of State to operate a motor vehicle.

Enter specific vision requirement here

WORK ENVIRONMENT:


The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job with or without reasonable accommodations.

(mark all 15 conditions)


<u>Environmental Conditions</u>	----- Amount of Time -----			
	None	Less than 1/3	1/3 to 2/3	More than 2/3
Customary indoor conditions	_____	_____	_____	<u> X </u>
Customary outdoor weather conditions including extreme cold, extreme heat, and wet or humid conditions	_____	<u> X </u>	_____	_____
Non-weather conditions: extreme cold, extreme heat, and wet or humid conditions	<u> X </u>	_____	_____	_____
Works near moving mechanical parts	<u> X </u>	_____	_____	_____
Works in high precarious places, underground, or confined spaces	<u> X </u>	_____	_____	_____
Flying debris or airborne particles	<u> X </u>	_____	_____	_____
Fire, smoke, fumes, gases, or noxious odors	<u> X </u>	_____	_____	_____
Toxic or caustic chemicals, aerosols, liquids, solvents or oils	<u> X </u>	_____	_____	_____
Risk of electrical shock	<u> X </u>	_____	_____	_____
Works with explosives or risk of radiation	<u> X </u>	_____	_____	_____
Vibration	<u> X </u>	_____	_____	_____
Extreme illumination	<u> X </u>	_____	_____	_____
Low noise level (Normal voice tones)	_____	_____	_____	<u> X </u>
Moderate noise level (Raised voice levels)	_____	<u> X </u>	_____	_____
High noise level (Shouting/ear protection may be needed)	<u> X </u>	_____	_____	_____

The information listed above reflects minimum standards and illustrations of the various types of work that may be performed. The omission of specific job functions, requirements or tasks does not exclude them from the job if the work is similar, related or a logical extension of the work assigned.


This job description does not constitute an employment agreement between the employer and employee.

Recommended Approval: 

Department Director

Reviewed Approval: 

Human Resources Management Director

Approved: 

Village Manager

Effective Date: _____

Revision Date: _____