

## **Job Description**

**Job Title:** Communications and Engagement Manager

**FLSA Status:** Exempt

### **Job Summary:**

Under the direction of the City Manager, this position is responsible for all aspects of the City of Castle Pines communications and events programs, including but not limited to media and public relations, marketing, internal and external communications, community outreach and city-wide events. The Communications and Engagement Manager is responsible for setting the direction and developing the overall strategic vision for City communication and engagement activities.

**Supervision Received:** Works under the direct supervision of the City Manager.

**Supervisory Responsibility:** Events Coordinator.

### **Essential Duties and Responsibilities:**

*Incumbent is accountable for all duties of this job and other projects and responsibilities may be added at the City's discretion.*

#### **Strategy**

- Responsible for the City's internal and external communications programs. Develop, coordinate and execute the citywide strategic communication and community engagement program in collaboration with experts from various departments.
- Develops and implements a comprehensive and strategic communications plan designed to broaden the City's outreach to residents, visitors, partnering agencies, and current and potential future businesses.
- Conceptualize and implement community engagement programs to support the strategic communications plan, so that City residents are informed, involved, engaged and inspired to be active in their community.
- Develop web communication strategy and content-flow (sitemap/navigation interface) for content that is sensitive, high-priority, cross-departmental and/or related to key initiatives.
- Build relationships and foster partnerships with City residents, various community organizations, City businesses, chamber of commerce, other governmental agencies, neighborhood associations, school district, special districts, media outlets and other service agencies to identify needs and provide opportunities for collaboration.
- Responsible for the extension and protection of the City's brand. Ensure brand consistency throughout the organization.

- Create analytics, including clear objectives and evaluation measures, to determine the level of success of events and communications strategies or programs.
- Develop and evaluate programs and policies for implementation of departmental and City needs and goals.

### **Events**

- Responsible for the City’s event programming and management. Sets the direction and creates the strategic plan for all City-wide events, and tasks the Events Coordinator to carry out the plan for each event.
- Recruit, train and direct the activities and tasks of the Events Coordinator. Set expectations for performance and provides annual performance evaluations.
- Create new events and programs that support the strategic communications plan, and that improve City’s quality of life and sense of community. Provide direction and support to the Events Coordinator to carry out these new events and programs.
- Solicit corporate and local sponsorships and donations for events and ensures sponsorship benefits are carried out.

### **Implementation**

- Serve as City’s public information officer in all contact with the media.
- Assist with management and cultivation of the City’s audience on social media platforms. Uphold and assist with enforcement the City’s social media standards internally and externally. Develop social media content in coordination with other departments as needed.
- Responsible for maintaining and updating the City’s website and social media platforms to ensure that all content and links are current, accurate and relevant.
- Partner with all internal departments in planning and creating communications and marketing strategies, as well as advise on brand integrity and consistency.
- Attend various meetings and represents the City of Castle Pines.

### **Managerial**

- Recommend the annual budget for both communications and event expenses and oversee their administration accordingly.
- Model teamwork, collaboration and organizational values in developing and sustaining strong working bonds with City staff and other stakeholders, creating effective working relationships.
- Manage and oversee the City’s use of contractors for communication and event activities.
- Establish appropriate service and contractor staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; and allocate resources accordingly.

**Other Duties and Responsibilities:**

- Prepare and present staff reports at regular and special meetings of City Council, as assigned.
- Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of communication and community engagement.
- Respond to and resolve citizen inquiries and complaints related to public information or events.
- Provide general customer service (phone calls, emails, walk-in customers).
- Prepare reports, analyses, and recommendations for communication and events, as needed.
- Investigate and respond to complaints by the public or direct the complaint to the appropriate department, assisting with the response, as necessary.
- Perform other duties as may be assigned.

**Required Knowledge, Skills and Abilities:**

- Previous experience executing principles and practices of marketing, communications and event planning.
- Proven success in creating and managing an overall strategic communications plan.
- Excellent written and verbal communication skills.
- Exceptional attention to detail.
- Highly organized with ability to multi-task, establish priorities and follow them through to completion.
- Ability to work independently and as part of a team.
- High degree of professionalism in appearance and conduct, including strong interpersonal skills and the ability to consider and respond to differing viewpoints in a professional manner, utilizing negotiation and positive communication methods.
- Management skills including the ability to plan, organize, and coordinate diverse activities, supervisory ability, and department level budgeting experience.
- Strong project management skills.
- Ability to engage effectively with the public and make presentations to various groups.
- Ability to generate creative ideas and continuously look for ways to improve.
- Ability to build strong relationships and handle sensitive information and situations with tact and diplomacy.
- Energetic, positive and outgoing, while able to maintain a professional demeanor.
- Experience with Microsoft Office required; experience with Mailchimp (or similar email marketing platform), WordPress, and Adobe Creative Suite preferred.
- Ability to work a flexible schedule that will include evenings and weekends.

**Education Experience and Training:**

- Three to five years of experience involving communications, marketing, event management and/or related fields. Experience in a municipal government setting preferred.

- Bachelor’s degree from an accredited college or university in Communications, Public Relations, Marketing, Journalism, or a closely related field.
- Any equivalent combination of experience and education which provides the knowledge and abilities necessary to perform the essential functions of the position.

**Physical Demands:**

The physical demands and work environment described here are representative of those that must be met by an employee to perform the essential functions of this position successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions, in compliance with the Americans with Disabilities Act (ADA). While performing the duties of this job, the employee is frequently required to sit and talk or hear; use hands and fingers to handle, feel or operate objects, tools or controls; and reach with hands and arms. The employee is frequently required to climb, balance, stoop, twist, kneel, crouch, crawl, walk, carry, and push and pull. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, color vision, depth perception, and the ability to adjust focus. While performing the duties of this job, the employee is occasionally exposed to extreme temperatures, including extreme heat and extreme cold. The noise level in the employee’s environment is occasionally loud. This position requires frequent interaction with other employees and members of the public.

A criminal record check and alcohol/drug screening test will be required as condition of employment.

**Employee Acknowledgement:**

I have reviewed this job description and I understand all my job duties and responsibilities. I can perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in the job description. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of the Human Resources staff. If needed, I have discussed any questions I may have had about this job description prior to signing this form.

\_\_\_\_\_  
Employee’s Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee’s Name