

**CLASS SPECIFICATION**

**Community Relations Manager**

**Code Number:** \_\_\_\_\_

**GENERAL PURPOSE**

Under policy direction, plans, organizes, directs and implements comprehensive Commission-wide public affairs, community relations, government relations, marketing, advertising, outreach and media relations programs and activities; develops and monitors internal and external Housing Commission communication guidelines; represents the Commission on community, public and media relations matters; provides expert professional assistance and guidance to Commissioners, executives, managers and staff on public and governmental affairs, media relations, community outreach, marketing and advertising matters; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

This single position class is responsible for managing and integrating Commission-wide programs and services intended to build the image of the Commission as an innovative, responsive, cost effective facilitator and provider of affordable housing and services. The incumbent provides leadership and shares responsibility with other Commission executives and managers to communicate the Commission's awareness of and sensitivity to the role it plays with key stakeholders in carrying out its mission within the City of San Diego. Within the context of the Commission's mission and policies, the incumbent both initiates and carries out assigned research and data gathering processes intended to help the Commission and agency managers and staff identify opportunities for improving public perception regarding how it conducts its business and provides housing services within the community.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

Plans, organizes, controls, integrates and evaluates the work of the Community Relations section; with staff, develops, implements and monitors long-term plans, goals and objectives focused on achieving the section's mission and assigned priorities; supervises and participates in development of and monitors performance against the annual section budget(s); manages, directs and participates in the development, implementation and evaluation of plans, policies, processes, systems and procedures to achieve annual goals, objectives and work standards; with staff, establishes activity measures and measurements of accountability for the section; prepares board reports and makes presentations before the Housing Commission and Housing Authority.

Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; within Commission policy, provides compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with Commission personnel policies and Memoranda of Understanding.

Provides day-to-day leadership and works with staff to ensure a high-performance, customer service-oriented work environment that supports achieving the section's and the Commission's mission, objectives and Core Values.

Develops and directs the implementation of goals, objectives, policies and standards for agency-wide communications, including those directed to the Commission's internal as well as external publics; provides professional advice and assistance to the Chief Executive Officer, Housing Commission, other executives and managers, Commission members and other sections on public information, media relations, community relations and outreach, internal communication, marketing, public affairs research and related matters; develops and recommends community relations and communications strategies and key messages; directs, develops, coordinates preparation of and implements comprehensive community relations and outreach plans and programs; serves as a spokesperson for the Commission in image/issues management initiatives and in responding to public and media inquiries on a variety of issues.

Responds to or arranges for responses to media inquiries, ranging from the routine to highly sensitive and potentially explosive issues and incidents; researches issues and defines or proposes responses to promote a positive image of the Commission and its services and/or to mitigate hostile public or stakeholder reactions; prepares news releases and gives media interviews.

Develops, proposes and takes proactive steps to build positive relationships with key elected, business, civic and community leaders and with members of the media; identifies issues, projects and plans that can be used to build positive images with key publics; develops concepts and story ideas; supervises and participates in developing communications pieces and materials, including news releases and clips, articles, fact sheets, flyers, newsletters, brochures and other materials; pitches stories to media representatives; directs and participates in the development of informational and promotional videos and other graphic materials; directs the Commission's community liaison program; participates in community outreach programs and activities.

## **OTHER DUTIES**

Participates in the Commission's intergovernmental relations and legislative advocacy program and activities; drafts and/or coordinates development of position papers and public testimony; testifies before public bodies when requested.

Conceptualizes and plans special events such as elected official and VIP tours and poster contests.

Provides advice and training to Commission spokespersons on effective presentation and media interview techniques and related matters.

Drafts requests for proposals for the use of outside graphic design, writing, consulting and production services; recommends the selection of vendors; administers contracts for outside services to ensure that deliverables meet the Commission's quality standards.

May act for the Director in that individual's absence.

## **DESIRED MINIMUM QUALIFICATIONS**

### **Knowledge of:**

Principles, practices and techniques of public information, public relations and community outreach programs; methods and techniques of issues and image management; methods and techniques for creating effective media and public relations materials; effective business communications and correct English usage; industry trends and media practices as they apply to developing and carrying out public information/public affairs programs; Commission functions and operations and associated public information, community relations and media relations issues; principles and practices of public administration, including budgeting, purchasing and maintenance of public records; federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility; research methods and analysis techniques; organization and functions of a public board; principles and practices of effective management and supervision; Commission administrative regulations, personnel policies and Memoranda of Understanding.

### **Ability to:**

Analyze and make sound recommendations on complex community and intergovernmental relations, media relations, community outreach and public affairs issues and strategies; plan and direct a broad range of programs and services directed to building and maintaining the Commission's image in the community and with key stakeholders; understand, interpret, explain and apply local, state and federal policy, law, regulation and court decisions governing areas of responsibility; develop concepts and design specific methods and techniques to improve internal and external communications; generate interest and convey messages through the development of graphic treatments and persuasive writing; present proposals and recommendations clearly, logically and persuasively in public meetings; represent the Commission effectively in public settings and with media representatives on a variety of issues; evaluate section practices and make sound recommendations for improvement; develop and implement appropriate procedures and controls; prepare clear, concise and comprehensive correspondence, reports, studies and other written materials; exercise sound, expert independent judgment and political acumen within general policy guidelines; establish and maintain effective working relationships with all levels of Commission members, managers, other elected and appointed governmental officials, media representatives, business and community leaders, employees and the public; exercise tact, diplomacy and discretion in dealing with highly sensitive, complex, confidential and controversial issues and situations.

### **Training and Experience:**

A typical way of obtaining the knowledges, skills and abilities outlined above is graduation from a four-year college or university with a major in marketing, public relations, communications, business administration, or a closely related field; and seven years of progressively responsible public affairs, public information, community outreach or intergovernmental relations experience, at least three of which were in a management or supervisory capacity; or an equivalent combination of training and experience. Experience in a governmental setting is preferred.

### **Licenses; Certificates; Special Requirements:**

A valid California Class C driver's license.

## **PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Physical Demands**

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person, in meetings and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is frequently required to walk and stand.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

### **Mental Demands**

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with Commission members, manager, other elected and appointed governmental officials, media representatives, business and community leaders, employees and the public, many of whom may be demanding, dissatisfied, upset and/or abusive.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet.