

## CHIEF COMMUNICATIONS OFFICER

### NATURE OF WORK

This is responsible administrative work shaping the future of communications for the City's initiatives and services by overseeing the communications efforts of City departments.

Work involves providing leadership and strategic direction for determining priorities, goals, and objectives to ensure City communications are current, accurate, effective, and timely. Work also includes leading the Communications Division of the City of Lincoln through the development and implementation of a strategic communications vision. This role will work in coordination with the Mayor's Office to communicate key messages and serve as an official spokesperson for the City. Work is performed independently with administrative direction received from the Mayor or their designee. Supervision is exercised over team members.

### EXAMPLES OF WORK PERFORMED

Develops and implements a comprehensive communications plan for the City of Lincoln, including situational analysis to identify opportunities for improvement; crafting key messages that emphasize the City's vision and goals; and short and long-term planning around priorities in coordination with the Mayor's office.

Leads projects, initiatives and plans in coordination with departments, public safety agencies and other community organizations; develops and reports on performance metrics to evaluate effectiveness of communication efforts.

Develops and monitors division budget and expenditures.

Recruits, hires, trains, leads, evaluates and retains City Communications staff and activities.

Stays current with emerging technology and communication trends, innovations and best practices; identifies opportunities for improvement relating to the City and community.

Drafts and edits news advisories and releases, and other written communications services for the Mayor's Office and the City.

Directs enterprise-wide editorial calendar to coordinate communication activities across City departments.

Promotes positive ongoing working relationships with the media; participates in the development of key messages by planning and implementing news conferences and media briefings.

Provides staffing for Telecommunications/Cable Television Advisory Board; oversees all traditional press and digital media outreach.

Handles media requests for interviews and information in a time manner; oversees media outlet coverage monitoring

Serves as spokesperson for the City of Lincoln and scripts and hosts LNKTV programs as necessary.

Supervises Public Information Staff of City Departments to ensure operations are in coordination with the City's Comprehensive Communications Plan.

Performs related work as required.

#### DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of the preparation of using words, pictures, video, and other creative story-telling tools to engage community members, including residents, community stakeholders, and the media.

Thorough knowledge of developing, recommending and promoting communication materials in keeping with the City's missions and goals.

Considerable knowledge of current print, broadcast and media principles and practices.

Considerable knowledge of communication techniques and the ability to prepare communication programs and strategies.

Considerable knowledge of principles involved in video and computer graphic software.

Knowledge of City, County, and State governmental agencies and community organizations and the functions of each.

Ability to make sound decisions within the framework of City/County governmental and departmental policies, procedures and practices.

Ability to present ideas concisely and effectively both orally and in writing.

Ability to plan, coordinate, lead and evaluate the work of team members.

Ability to cultivate and maintain positive working relationships with City Communications, Mayor's office staff and the general public.

Ability to use logical and creative thought processes to develop solutions to conflicts in a timely manner.

#### MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university with major coursework in broadcasting, journalism, business or public administration as it relates to public relations, plus six years of experience involving community relations work including two years of supervisory experience; or any equivalent combination of training and experience that provides the desirable knowledge, abilities and skills.