



*The City Beautiful*

## City of Coral Gables Job Description

**Job Title:** Public Affairs Manager  
**Department:** City Manager  
**Classification:** 0612  
**Pay grade:** 27E  
**FLSA:** Exempt

**Prepared Date:** 7/2015  
**Approved By:** HR/CM



### Summary

This position reports to the City Manager and serves as a co-manager of the Office of Communications. The Public Affairs Manager will lead public affairs efforts to ensure the timely, accurate and appropriate dissemination of City information to its publics. This position is responsible for safeguarding the City's image, driving awareness of City information, and assists with messaging to key audiences externally and internally through a variety of communications channels. The Public Affairs Manager will ensure the organization speaks in a clear, accurate, and consistent voice. The incumbent will collaborate with the Marketing and Brand Manager to efficiently and effectively take complex issues and simplify the messaging to a diverse audience using a variety of communications platforms. Additionally, the Public Affairs Manager will work with staff across city divisions and departments to develop key communication strategies and provide support to execute plans and drive measurable results. The Public Affairs Manager will also assist with communication deliverables including presentations, speeches, public notices and special event programming – while ensuring agency communications adhere to the City's guidelines and standards.

### Essential Duties and Responsibilities

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Under the general guidance of the City Manager, the Public Affairs Manager:

Directs and manages citywide Public Affairs program consistent with the goals and initiatives ensuring high quality customer service, professional standards and quality controls.

Determines how to best service the public information needs and interests of residents, business owners, general public, media and City officials.

Enhances community outreach efforts with the use of existing communications tools such as e-News, Coral Gables Television, website, employee newsletter and intranet, social media, among others.

Manages Coral Gables Television to ensure an integrated public affairs strategy. Reviews evaluations performed by subordinate staff.

Serves as the City's spokesperson and media liaison for English and Spanish media. Provides information to the public and the media.

Maintains a steady and positive City presence in the media through press releases and other means.

Develops strategies and responses to any crisis situations and serves on the City Emergency Management Team.

Organizes news conferences and briefings for the City staff. Writes and conducts interviews as directed.

Organizes and arranges public appearances and speaking engagements for the City officials to promote and generate support for City activities and programs. Prepares speeches.

Co-develops and co-manages annual operating budget in collaboration with Marketing and Brand Manager.

Remains informed of cutting edge technology and advancements in the media. Advises other City departments of appropriate and effective ways to disseminate information on programs and activities.

Works collaboratively with and regularly interacts with other agencies, boards, authorities, commissions and civic groups.

Assists with various matters including, but not limited to, City Commission meetings, neighborhood meetings, and other matters assigned.

Serves as co-secretary of the Communications Committee in collaboration with the Marketing and Brand Manager.

Supervises staff, issues disciplines and takes corrective measures as necessary.

Performs other related tasks as required.

### **Knowledge, Skills, and Abilities**

Extensive knowledge of Public Relations, media relations, public affairs, journalism, marketing and TV broadcasting practices and procedures, newspaper, radio, Sunshine and Public Records Laws, City communication plan, City policies, procedures, rules and regulations, resources, services, programs, and projects. Knowledge of City demographics, Communication tools (to include cable TV, Internet, and newsletters), Operations of the Communications Division, Operations of the Cable TV Division and Channel 18, Supervisory practices. Considerable knowledge of emerging issues and trends in public relations and public information. Ability to write, edit, and prepare publicity materials, conducts interviews and makes oral and written presentations. Ability to communicate professionally with the media, City employees, and City Officials. Ability to prepare reports and correspondence, develop and implement programs, and effectively promote the City maintaining confidentiality and professionalism. Ability to establish and maintain effective working relationships with employees, peers, officials, other agencies, and the public. Ability to supervise the work of others in a manner conducive to full performance and high morale.

### **Physical Requirements**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, use hands to fingers, handle, feel or operate objects, read and write English and Spanish. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copier and fax machine.

Work is predominately indoors within a usually quiet to moderately noisy environment. Some work may be performed outdoors with exposure to extreme temperatures. May involve some lifting, carrying, pushing, and/or pulling of objects and materials of light weight 5 to 20 pounds. May involve extended periods of time at a keyboard or workstation. May occasionally work evenings, nights or weekends.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

**Minimum Education and Experience**

Bachelor's degree in communications, public relations, journalism, marketing, English, public administration, business administration, or related field. Master's degree preferred.

Minimum seven (7) years of managerial and supervisory experience in communications, media relations, public relations, journalism or other related field.

Bilingual (English/Spanish). Must be fluent in both languages and communicate verbally and in writing.

Valid Florida Driver's License.