Director of Communication #02957
City of Virginia Beach – Job Description
Date of Last Revision: 08-01-2019

FLSA Status: Exempt      Pay Plan: Administrative      Grade: 21

City of Virginia Beach Organizational Mission & Values
The City of Virginia Beach exists to enhance the economic, educational, social and physical quality of the community and provide sustainable municipal services which are valued by its citizens. The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance and align with the City strategic plan and Vision 2040. These Values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary
The Director of Communication provides strategic guidance and oversight to a centralized team of media, communications, and multimedia service professionals; create and administer the City communication plan(s) to promote City initiatives, foster a culture of engagement, maximize communications resources, and ensure a unified city message.

Representative Work Functions and Responsibilities
Supervise the operations and provide strategic direction to two functional divisions: Multimedia Services and Public Relations and Engagement.

Develop, actualize, and maintain an organizational Communications Plan.

Facilitate communication throughout a decentralized communications network and coordinate the implementation of a unified City message.

Support major city initiatives to build community awareness, provide consistent communications support, and in partnership with other departments, create a culture of transparency.

Facilitate a culture of strong community engagement that connects the public to the City.

Develop comprehensive informational campaigns on major issues and projects.

Develop strong, collaborative relationships and represent the City and the City Manager on various teams, boards, task forces, and committees within and outside the organization.

Provide direct support and coach executive staff in interacting and responding to the media, developing communication strategies, and ensuring communication deliverables.

Provide leadership, staff development/supervision, resource allocation/management and long range planning for the Public Relations and Engagement Group and Multimedia Services (MMS).

Manage the liaison function between City officials and the media (local, state and national).
Coordinate the City’s Emergency Media Operations during emergencies and natural disasters.

Perform research, analysis and coordination of special projects which may involve interaction with citizen groups, outside government agencies or local business interests.

Responsible and accountable for completed staff work associated with these critical elements of performance and for the success of the media and communications process throughout the organization.

Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described.

**Performance Standards**
Provides effective management of publicity and issues management through a unified communications plan; develops and maintains trusting relationships with citizens, officials, and professional independent news media; leverages resources to achieve established communication priorities (via media placement, direct mail, video, social media, and face to face interaction); facilitates the coordination and cooperation of a high performing, interdepartmental communications team coordinates staff and resources to provide citizens/media with timely information/messages which accurately portray the City’s vision, strategy, perspectives, and position; effectively establishes and maintains a culture of community engagement to facilitate active, two-way communications between citizens and their government; utilizes timely and appropriate communication to promulgate the City’s open data and transparency effort. Motivates staff to be pro-active and participatory; develops, recognizes and rewards staff as appropriate; oversees the development of the budget and expenditures to meet stated goals within budgetary restrictions and to ensure efficiency and quality; works proactively and effectively with elected officials, appointed officials and City departments/agencies utilizing tact and diplomacy; maintains confidentiality; communicates during an emergency in a confident and reassuring manner; continually monitor processes to ensure open lines of communication.

**Minimum Qualifications**
Require any combination of education (above the high school level) and/or experience and training equivalent to twelve (12) years in fields utilizing the required knowledge, skills, and abilities such as public administration, public relations, marketing or a related field, with at least five (5) years at a leadership level.

**Preferences**
Prefer a master’s degree in marketing, public relations or a related field; 15 years of progressive experience in government or corporate communications; experience providing leadership oversight to a team responsible for branding, promotion, social media engagement, and media relations.

**Special Requirements**
All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City’s operational status.

**Knowledge-Skills-Abilities Required to Perform Satisfactorily**
A. Knowledge
   1. Knowledge of the concepts, principles and practices of public relations and community, media relations, marketing, advertising and communications.
2. Knowledge of the principles and methods of engaging diverse groups or populations.
3. Knowledge of corporate communication and marketing strategies to include marketing, branding, promotion, social media, and media relations.
4. Knowledge of multimedia and video communication resources.
5. Knowledge of the concepts, principles, practices and techniques of modern public administration as applied to local government.
6. Knowledge of the municipal organization’s structure, mission, vision, values, policies, procedures and regulations.
8. Knowledge of the principles of publications development.
10. Knowledge of personnel management, policies and procedures.
11. Knowledge of budget policies and practices.

B. Skills
1. Skill in leadership, public relations management, communications, strategic planning, human resource management and process management.
2. Skill in creating and maintaining an effective communications plan.
3. Skill in managing crisis communication from a public relations perspective.
4. Skill in developing partnerships, collaborating, and maintaining effective working relationships within the Communications Office and throughout the organization communications network.
5. Skill in developing effective working relationships with media representatives and city leaders.
7. Skill in effectively leveraging resources to achieve organizational priorities and influence outcomes. Skill in motivating and empowering staff to be proactive and participatory.
8. Skill in solving problems and accomplishing goals with limited resources.
10. Skill in applying the principles of quality service
11. Skill in achieving the desired outcomes in the City’s strategy document.

C. Abilities
1. Ability to communicate effectively with citizens, the media, staff and other members of the municipal organization.
2. Ability to manage resources, meet deadlines and make complex decisions quickly.
3. Ability to deal diplomatically with controversial, sensitive or confidential issues.
4. Ability to establish and maintain effective working relationships with citizens, the media, and members at all levels of the organization.
5. Ability to solve problems and manage expectations.

Working Conditions
The below stated working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City’s business.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.
**Physical Requirements:** Physical refers to the requirement for physical exertion and coordination of limb and body movement.
Requires sedentary work that involves walking or standing some of the time and involves exerting up to 10 pounds of force periodically and routine keyboard operations.

**Mental Requirements:** Mental refers to the degree that the job involves cognitive activities, and use of mental processes.
Uses advanced analytical and theoretical methods in the analysis, or interpretation of abstract work of a professional, fiscal, legal, managerial, or other nature and formulates new techniques or recommendations, or makes decisions which impact both the organization and the public.

**Environmental Conditions:** Environmental refers to job conditions inherent to the job setting, including those that may lead to injury or health hazards even though precautions have been taken.
This job involves a risk of limited to no exposure to any environmental hazards.

**Sensory Requirements:** Sensory refers to hearing, sight, touch, taste, and smell required by the job.
The job requires normal visual acuity, and field of vision, hearing and speaking.

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