CITY COUNCIL AGENDA ITEM COVER MEMO

Agenda Item Number: _____

Meeting Type: Regular

Meeting Date: Feb 25, 2016

Action Requested By: Administration

Agenda Type: Ordinance

Subject Matter:

Establishing the position of Director of Communication.

Exact Wording for the Agenda:

Introduction of an ordinance to establish the position of Director of Communication.

Note: If amendment, Please state title and number of the original

Item to be considered for: Introduction

Unanimous Consent Required: No

Briefly state why the action is required; why it is recommended; what council action will provide, allow and accomplish and; any other information that might be helpful.

Associated Cost: _____

Budgeted Item: _____

MAYOR RECOMMENDS OR CONCURS: Yes

Department Head: Terry Bates

Date: Feb 23, 2016

ORDINANCE NO. 16-_____

Position of Director of Communication Established

Be it Ordained by the City Council of the City of Huntsville, Alabama, as follows:

The position of Director of Communication is hereby established. The Director of Communication shall be appointed by the Mayor and approved by the City Council in the same manner as provided by law for the appointment of department heads. The Director of Communication shall hold the office for the term of the Mayor making the appointment. The duties of the Director of Communication shall include, but not be limited to, the following:

NATURE OF WORK:

This position provides responsible administrative work assisting the Mayor with external and internal communications. The Director of Communication oversees the City of Huntsville's public communication, media, public relations, public affairs, brand identity, and communication/marketing strategies. The Director of Communication serves as a key advisor to the Mayor, Administration, and City Council in decisions that impact the reputation of the City and well-being of a wide variety of stakeholders. This individual is responsible for assisting the Mayor in coordinating activities in public communication as well as managing the Mayor's key initiatives and strategic priorities as directed.

Serves as a key member of the Mayor's administrative staff, and as appropriate, provides oversight on time-sensitive issues and initiatives that include cross-functional, organizational, and community dimensions. This position includes responsibility for the central coordination of activities (operations and planning) and ensuring timely flow of information to and from the City of Huntsville. The Director of Communication represents the Mayor and supports interests of the City, as directed, in discussions, on committees and on boards.

Work involves responsibility for developing and implementing complex comprehensive communications programs and activities for the City. Work is performed with considerable independence of judgment and decision-making through conferences and reports for conformance to instructions, established policies and achievements of assignment objectives. General supervision is received from the Mayor.

ESSENTIAL AND MARGINAL FUNCTIONS OF WORK:

Plans, develops, coordinates, and executes comprehensive communications programs and City communications policies; creates and executes public information (publications/video) for City departments.

Provides comprehensive oversight of the City's media relations which includes oversight for media requests, news conferences, news releases, speeches, talking points and presentations; Prepares news releases from the Mayor's Office; prepares program announcements; arranges news conferences; responds to information requests from local, state, and trade media; Ensures timely and accurate public information of city operations, projects and policies, City Council actions, crisis/disaster communications, economic vitality initiatives, and awareness campaigns through traditional media, social media and the internet.

Provides communication support to the Mayor's Office in intergovernmental initiatives at local, state and federal level; assists with the support of industrial recruitment and economic development initiatives of the City.

Prepares speeches, presentations, and talking points for the Mayor on an array of topics and for a breadth of constituencies.

Plans and executes special events; represents the City in presentations to local civic, school, and professional groups; represents the City at local, regional, and national industry conferences and trade shows; creates and executes special initiatives for the City of Huntsville in support of departments; conducts research to support initiatives of the Mayor and the various departments.

Provides editorial guidance and oversight in the preparation and execution of departmental print and digital marketing and informational materials that promote and brand the City or inform its citizens, including, but not limited to, the Finance department's annual State of the City Report and budget message, capital improvements information, and the Mayor's State of the City Address.

Works collaboratively with departments to integrate appropriate civic engagement platforms such as IdeaScale, See-Click-Fix or other software programs that benefit citizens.

Works closely with key community partners including the Chamber of Commerce, the Convention & Visitor's Bureau, and the Airport Authority on economic marketing and promotion strategies for the City.

Oversees the operation of and programming for the City's government TV Channel and video services which includes public interest talk shows, PSAs, video of news conferences, live broadcasts of City meetings (and rebroadcasts) and announcements from non-profit agency partners.

Oversees the City of Huntsville's digital media in public communication including the City's official website, social media, digital e-newsletters, online town halls, public surveys, and

customer service tools; Provides web oversight including content creation, training content editors, branding and design of supporting department web pages/sites; oversight for content/branding/design and training content editors for department social media channels and electronic newsletters; Provides training and oversight for department web and newsletter editors and social media teams; Oversees Internet content standards and social media guidelines to inform community members about city services.

Maintains the City's brand, image, graphics and identity standards as it relates to the brand including logo, seal, and their use on City signage.

Oversees Customer Service initiatives and processes that ensure citizens' needs, comments, concerns and requests are addressed in a timely manner.

Provides oversight and strategic planning for organizational information to City of Huntsville's employees through employee newsletters and departmental staff meetings, as well as weekly information from specific departments, to include topics related to changes in employee benefits, city compensation systems, significant city projects, staff development and training, city policies and updates on the Mayor's initiatives and City Council's activities.

Requires regular and prompt attendance plus the ability to work well with others and work well as a team.

Supervises the Communications staff including Videographer, Digital Media Specialist and other personnel as assigned; Manages various contracts delivering support to communications and marketing efforts as required.

MARGINAL FUNCTIONS OF WORK:

Attends special events on behalf of the Mayor.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Thorough knowledge of the principles and practices of relating modern municipal administrative practices, including budgetary and fiscal practices and economics, to the public.

Thorough knowledge of the methods and techniques of independently managing projects in the area of communication, marketing, public relations, and public affairs.

Considerable knowledge of policies, practices, and procedures of local government.

Knowledge of communication tools, equipment and processes.

Ability to assemble, develop, evaluate, and analyze data in a variety of technical fields and to make recommendations effecting policies and procedures based on this work.

Ability to use initiative and judgment in carrying out general and special assignments requiring the organization of material or work methods in areas where no standardized procedures exist.

Ability to express oneself clearly and concisely, orally and in writing.

Skill in the operation and care of a personal computer and vehicle.

MINIMUM EDUCATION, TRAINING AND EXPERIENCE:

Bachelor's Degree from a college or university accredited by a regional accrediting agency recognized by the U.S. Department of Education with major course work in Journalism, Communication, or a closely related field and considerable experience in public relations, marketing, and communication; or any combination of education, training and experience that demonstrates the above knowledge, skills and abilities.

WORKING ENVIRONMENT:

Work is performed in an office setting and involves everyday risks or discomforts which require normal safety precautions.

PHYSICAL DEMANDS:

Work is essentially sedentary, however walking, standing, bending, and carrying of light items may be required.

NECESSARY SPECIAL REQUIREMENTS:

Must possess and maintain a valid driver's license.

Adopted this the _____ day of _____, 2016.

_____
President of the City Council of the City of Huntsville, Alabama

Approved this the ____ day of _____, 2016.

_____
Mayor of the City of Huntsville, Alabama