

**CITY OF MOUNTAIN VIEW  
CLASS SPECIFICATION**

<b>Position Title:</b> Chief Communications Officer	<b>Job Family:</b> 2
<b>General Classification:</b> Management	<b>Job Grade:</b> 46

**Definition:** To lead the implementation of the organization’s strategic vision for internal and external communications, including to develop, oversee, and execute internal and external Citywide communication and outreach strategies and effectively manage a wide variety of related complex projects and a team dedicated to communications.

**Distinguishing Characteristics:** This position serves as a key advisor to and member of the City Manager and executive management team to advance and support the organization’s comprehensive communication objectives as set forth by the City Manager. This position receives direction from the City Manager or Assistant City Manager and exercises direct and indirect supervision over assigned management, professional, technical, and clerical personnel.

**Examples of Duties:** Duties may include, but are not limited to, the following:

1. Develop, execute, lead, and evaluate the City’s long- and short-term integrated communication strategy using a broad range of communication channels, to include social media outreach, print and news media coordination, crisis communications, presence and maintenance/enhancement of City’s website, and management of the government access television contract.
2. Create and implement a proactive annual communications work plan; establish and monitor goals and division budget.
3. Lead, drive, and manage high-level communications initiatives, Citywide branding, policy, events, programs, and projects, independently and in a collaborative team setting that fosters and promotes innovation.
4. Create and expand visibility and awareness of emerging issues, programs, priorities, and progress on community, City Council, and organization-driven goals, initiatives, and accomplishments with proactive and innovative marketing and public relations campaigns.
5. Enhance and promote the City’s overarching brand and manage the marketing function in a manner consistent with the City’s vision, organizational values, Code of Ethics, and cultural ideals that promotes confidence in the organization and advances the organization’s professional reputation.

**Position Title:** Chief Communications Officer

Page 2 of 4

6. Serve as the City's Public Information Officer and answer inquiries from the media, community, organizations, and other sources. Exercise judgment and strategic expertise to prioritize media opportunities. Actively initiate, engage, and manage media relations to promote the storytelling of the organization's key priorities, events, and messages and to facilitate positive outcomes.
7. Prepare, review, edit, approve, and/or release information directly to the public, such as newsletters, reports, statistics, press releases, and other special municipal reports ensuring appropriate timing, tone, and content; participate in this process for internal employee publications as needed.
8. Manage the Multilingual Community Outreach Program and staff, providing direction and innovation to advance program goals and measure impacts. Ensure program deliverables provide clear, accurate, transparent, meaningful, and timely information to a diverse and multilingual community.
9. Develop and oversee outreach strategies to enhance civic engagement, including efforts to reach community population groups that may need assistance in connecting to City services.
10. Prepare presentations, talking points, and speeches for the City Manager, Mayor, and Assistant City Manager as needed.
11. Provide media training and coaching for the Mayor, City Council, and key City staff.
12. Advise and support City departments with information and resources to promote effective and consistent public information and outreach methods and procedures Citywide.
13. Prepare reports and make effective presentations to City Council, advisory bodies, community organizations, and/or other external agencies.
14. Hire, train, motivate, and evaluate staff; assign work activities, projects, and programs; monitor workflow; review and evaluate work products and methods.
15. Attend evening meetings and/or work various shifts, including nights, weekends, and holidays.
16. Perform other related duties as assigned.

**Minimum Qualifications:**

Knowledge of: Principles and practices of public information, public relations, media relations, marketing, and community outreach; current trends and advanced concepts, methodology and techniques of effective, transparent, and timely communication and outreach; current principles and practices of graphic design and media production; various forms of mass media, including print, television, radio, and Internet and social media; structure and content of the English language, including spelling, punctuation, grammar, and rules of composition; public administration and City government structure and processes; pertinent State, Federal, and local laws, ordinances, and regulations; modern office procedures, methods, and computer equipment and software; principles of supervision, leadership, training, coaching, mentoring, and performance management and evaluation; City policies and procedures.

Ability to: Strategically and effectively manage complex public communication projects and programs through the use of various forms of media, including print, film, radio, and the Internet and social media; pay close attention to detail; prepare and present organized, accurate, and effective oral reports, statements, graphics, correspondence, documentation, and presentations; convey complex issues and technical information in a succinct and easy-to-understand manner; represent the City effectively; demonstrate a high level of emotional intelligence; work effectively and efficiently in a fast-paced environment, with time-sensitive situations and meet deadlines; manage multiple projects and complex tasks simultaneously; exercise good judgment and sound decision-making, often in a changing environment; problem-solve and implement creative approaches; operate a computer using word processing, business, graphics, website, and photography software, and other office equipment and automated systems; learn and master new technology and concepts to stay abreast of new trends and innovations; communicate clearly, both orally and in writing; lead and manage personnel; work independently and collaboratively as a team member; lead a team, supervise staff, and exercise informal authority to build consensus and foster innovation at all levels; establish and maintain effective working relationships with those contacted in the course of work.

**Experience and Training Guidelines:** A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A bachelor's degree from an accredited college/university with major emphasis in communications, journalism, public or media relations, marketing or a related field. Five years of increasingly responsible experience in public communications, public

**Position Title:** Chief Communications Officer

Page 4 of 4

relations, marketing, or a related field. A relevant master's degree, supervisory experience, and experience in municipal government administration or nonprofit agency are highly desirable.

**Required Licenses or Certificates:** Possession of, or ability to obtain, a valid California Driver License. Accreditation in Public Relations from the Public Relations Society of America (PRSA) is highly desirable.

**Working Conditions:** In addition to the regular work schedule, this position may be required to work evenings and weekends for meetings or in situations of emergency for communications response and media monitoring.

Established: June 2020

Revised: February 2022

HRD/CLASS SPECS/Chief Communications Officer