

CITY OF LAKE ELSINORE

INFORMATION/COMMUNICATION MANAGER

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities that are associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under general direction, plans, organizes, coordinates and performs professional level information technology and public relations activities; provides leadership and strategic direction in the implementation of information systems and technology; maintains City web site; continually develops methods and techniques for improved communication between the general community, special targeted audiences, the media, and local, state, special district and federal agencies; demonstrates a full understanding of all applicable policies, procedures and work methods associated with assigned duties; serves as a technical resource for assigned staff and the Assistant City Manager/Assistant Executive Director RDA; performs other related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Information/Communication Manager** is a management level class responsible for overseeing all functions and operations of the information technology and public relations activities. The incumbent is expected to perform the full scope of assigned duties. The classification is distinguished from the next higher classification of Assistant City Manager/Assistant Executive Director RDA in that the latter is responsible for the citywide operational responsibilities for assisting in the management and administration of the City.

SUPERVISION RECEIVED/EXERCISED:

Receives general direction from the Assistant City Manager/Assistant Executive Director RDA and/or City Manager/Executive Director RDA. May exercise technical or functional supervision over assigned staff.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Plans, organizes and coordinates the City's information technology and public relations activities and services; information technology duties include: planning and implementation of information systems; project management; business systems analysis; ensures the ongoing effectiveness of the systems; public relations duties include: develops methods and techniques for accomplishing improved communication between the general community, special targeted audiences, the media and local, state, special district and federal governing entities.
- Develops policies and procedures; recommends programs, projects, and work assignments to the City Manager/Executive Director RDA; monitors work activities to ensure safe work practices, work quality, and accuracy; develops and maintains short and long-range program plans for assigned areas; ensures compliance with applicable rules, policies and procedures.

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- Establishes performance goals for crews and individual employees; participates in the selection of maintenance personnel; assumes responsibility for motivating and evaluating assigned personnel; provides necessary training; initiates disciplinary procedures as is appropriate.
- Provides lead direction and work assignment to assigned staff; instructs staff in work procedures and reviews and evaluates work performed; confers with personnel from other units, sections and outside agencies in coordinating assigned projects; meets with representatives of outside agencies, community organizations, other groups and the public to provide information or resolve problems.
- Participates in the development of assigned program budgets; participates in the forecast of necessary funds for staffing, materials, services and supplies; monitors and tracks approved budgets; discusses and resolves budget issues with appropriate staff; implements adjustments as necessary.
- Establishes citywide standards, policies and procedures for City information systems; consults with City departments to determine information management needs and to define new systems and/or user application requirements; evaluates applications and systems; provides desktop support and system maintenance.
- Prepares and evaluates bid proposals, specifications, and contracts; monitors vendor contracts to ensure compliance with performance.
- Develops, plans, implements and maintains public information programs; monitors the effectiveness of the programs, prepares recommendations on alternatives and priorities and makes changes as appropriate.
- Develops news media campaigns and strategies; manages media relations, community relations, publications and education related programs; liaisons with other agencies, public groups, citizens' committees and other interested parties regarding the agency's public information issues.
- Compiles and analyzes data in order to assess cost, operational feasibility and other aspects of the public information and other programs and projects; performs research and analysis; prepares reports and makes recommendations on the formulation of general policy and procedures.
- Monitors and keeps informed of current trends in assigned program areas, including legislation, court rulings and professional practices and techniques; evaluates their impact and recommends policy and procedural modifications as necessary.
- Organizes, attends and serves the City's interests at public, community and special interest meetings, as well as civic and legislative events; responds to the most complex and difficult inquiries and requests for information; provides information and resolves issues and complaints; represents the unit to other divisions, other agencies, civic groups and the public; establishes and maintains a customer service orientation within the program.
- Serves as a resource for department personnel, City staff, other organizations and the public; coordinates pertinent information, resources and work teams necessary to support a positive and productive environment.
- Responds to the more difficult questions and concerns from the general public and outside agencies; provides information as is appropriate and resolves public service or operational complaints; establishes and maintains a customer service orientation within the division.

- Maintains City web site and provides updated content; oversees vendors and contracts pertaining to web site administration, hosting and content management.
- Establishes positive working relationships with representatives of community organizations, state/local agencies, City management and staff, and the public.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing statistical reports and data using a computer keyboard. Additionally, the position requires near and far vision in written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a **Information/Communication Manager**. A typical way of obtaining the required qualifications is to possess the equivalent of four years of increasingly responsible professional experience in information technology, and experience in conducting community outreach and public information programs, and a bachelor's degree in a related field.

License/Certificate:

Possession of, or the ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KAS's necessary to perform essential duties of the position.)*

Knowledge of:

Modern principles, practices and techniques of information technology and systems management; design, integration, testing, implementation, documentation, monitoring and evaluation of automated systems; minicomputer, client/server, local area network and wide area network technology; internet and website development; computer operating systems; methods and techniques of program development, implementation, operation and evaluation; principles and practices of research and analytical methods; principles and practices of media relations, reporting and news writing; methods and techniques of supervision, training and motivation; methods and techniques of scheduling work assignments; standard office procedures, practices and equipment; modern office equipment, including a computer and applicable software; methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar; occupational hazards and standard safety practices.

Ability to:

Supervise and direct the work of the Information Technology Division and major information systems projects; understand emerging technology and its application to City services; make sound decisions within established guidelines; read and interpret maps, sketches, drawings, specifications and technical manuals; plan, organize and coordinate a variety of public information, media and legislative related activities and programs; develop recommendations and assist in making decisions of considerable impact; work with the public and discuss problems and complaint tactfully, courteously and effectively; keep accurate records; make sound decisions within established guidelines; follow written and oral directions; implement, explain and apply applicable laws, codes and regulations; use initiative and sound judgment within established procedural guidelines; plan, organize, monitor, evaluate, direct and train staff; observe safety principles and work in a safe manner; communicate clearly and concisely, both orally and in writing; and establish and maintain effective working relationships.

Skill to:

Operate an office computer and a variety of word processing, spreadsheet and software applications; operate photography and multimedia production equipment.