



Job Title: Public Affairs Manager
Department: Economic Development and Public Affairs
Reports To: Economic Development and Public Affairs Director
Salary: \$66,403 - \$99,604
Hiring Range: \$66,403 - \$83,004

Job Status: Regular, Full-Time	FLSA Status: Exempt	Town Status: Classified
Origination Date: 10/2014	Revision Dates: 6/2019, 2/2022, 6/2022	

JOB SUMMARY

Under general administrative direction, serves as the primary Town spokesperson, plans, organizes and directs the town-wide communications on behalf of the Town. Manages public information and develops tools to market the organization’s stated mission and values, and to inform the general public and promotes special events as well as markets amenities of the Town. Promotes media relations, community, and public partnerships. Champions and generates internal communications materials and avenues to increase interdependency, teamwork, and Town values. Directs the general oversight of the Town’s Public Affairs services such as administering the Town’s website and social media presence, coordinating the Town’s response to formal constituent inquiries and requests, and in assisting the Town Manager with correspondence to the State / Federal Delegation and to other regional / community stakeholders. Provides highly responsible and complex administrative support to the Mayor, Council, Town Manager, and senior staff.

ESSENTIAL FUNCTIONS

- Plans, implements, and coordinates town-wide communication efforts. Develops, monitors, and disseminates Town communications to targeted internal and external audiences, using a variety of communications media.
- Develops, implements, and manages a communication campaign to engage and inform Sahuarita residents of community events and news.
- Directs the general oversight of the Town’s Public Affairs services such as administering the Town’s website and social media presence, coordinating the Town’s response to formal constituent inquiries and requests, and in assisting the Town Manager with correspondence to the State / Federal Delegation and to other regional / community stakeholders
- Researches, writes, and edits copy for Town publications, talking points, speeches, and news releases.
- Participates in long range and strategic planning and project work for Town-wide Communications functions to ensure alignment with Town goals.
- Serves as the primary media contact for the Town; develops and executes a media outreach program to further communicate Town goals, objectives, and strategic plans.
- Coordinates, develops, and manages design and communication projects on behalf of all departments. Collaborates with departments to brainstorm, plan, support, and develop Town events, information campaigns and marketing initiatives.

- Manages the development, design, and maintenance of the Town brand. Maintains style, graphic identity, and official Town seal use guidelines to ensure a consistent image across all publications.
- Provides assistance and publicizes official Town functions for the Town Council/Town Manager, including open houses, surveys and public meetings.
- Provides Town departments with advice, training and resources to address media inquiries, social media use, website content and digital content.
- Prepares and submits recurring and special reports, analyses, and recommendations.
- Plans, directs, supervises, and evaluates the day-to-day activities of communications staff.
- Performs all work duties and activities in accordance with department and/or Town policies and procedures.
- The above duties and responsibilities are not an all-inclusive list but rather a general representation of the duties and responsibilities associated with this position. The duties and responsibilities are subject to change as the needs of the Town and requirements of the position change.
- Incumbent will be expected to have the ability and capability, with or without accommodations, to perform these Essential Functions, and other functions and tasks as required and/or directed.

Knowledge, Skills and Abilities:

Knowledge of, and experience in:

- Supervisory skills, employee evaluations, and training methods;
- Planning, organizing, research, and project management skills;
- Municipal government operations and structures;
- Ordinances, codes, and policies governing Town operations;
- Professional applications of research and writing skills;
- Effective communication skills, orally and in writing;
- Facilitation and consensus-building methodologies;
- Problems solving skills;
- Town and departmental programs, policies and functions;
- Principles, objectives and best practices of public information, public affairs, marketing and digital content management;
- Media tactics, including interview techniques and preparation;
- Content development applications for digital, print, social media and websites;
- Familiarity with web and social media development and programming;
- Content management for websites, mobile applications and social media platforms;
- Best practices related to web content and digital communications;
- Journalistic standards and English grammar, spelling and punctuation.

Ability to:

- Follow and generate written and oral instructions;
- Plan, organize, assign, and organize the work of others;
- Work in a team environment under stressful conditions;
- Develop creative solutions to complex problems;
- Establish and maintain effective working relationships with Town Council, Town leadership and employees, stakeholders, and the public;



- Develop and deliver effective public presentations to diverse groups;
- Respond to citizen requests in a courteous and effective manner;
- Prepare and present accurate and reliable reports containing findings and recommendations;
- Demonstrate integrity, ingenuity, and inventiveness in the performance of assigned tasks;
- Analyze issues, draw logical conclusions, and develop strategies for resolution of issues;
- Operate a personal computer and related software and demonstrate proficiency to prepare work orders, documents, spreadsheets, email, and timesheets and to assist other staff with related questions and problems;
- Communicate effectively both orally and in writing, with the public and other employees.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Communications, Journalism, Marketing, Public Relations, or a closely related field
- Extensive (5+ years) public information or digital content management experience, working in related progressively responsible positions which includes at least three years of supervisory experience.
- ; OR
- Any combination of education and experience sufficient to perform the essential functions of the position.

PREFERRED QUALIFICATIONS

- Masters Degree in Communications, Journalism, Marketing, Public Relations or a closely related field.
- Experience working with elected officials and managers in a municipal or other public sector setting.

REQUIREMENTS

- Valid Driver's License required. Arizona Driver's License within ten days of hire.
- Must be able to pass a thorough background investigation.
- An equivalent combination of Formal Education and Experience sufficient to perform the Essential Functions.
- Must be available to work evening and weekend hours.

This job description does not constitute an employment agreement between the Town of Sahuarita and the employee and is subject to change by the Town of Sahuarita as needed.

Management's vision is for all employees to embrace, support, and promote the Town's values, beliefs, and culture, which include but are not limited to the following expected behaviors:

- High ethical standards
- Active participation in teamwork
- Strong safety principles and safety awareness
- Provide outstanding customer service to internal and external customers

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, THE TOWN WILL PROVIDE REASONABLE ACCOMMODATIONS TO QUALIFIED INDIVIDUALS WITH DISABILITIES AND



ENCOURAGES BOTH PROSPECTIVE AND CURRENT EMPLOYEES TO DISCUSS POTENTIAL ACCOMMODATIONS WITH A MEMBER OF THE HUMAN RESOURCES DEPARTMENT