



## City of Lake Oswego, Oregon

### Job Description

#### **PUBLIC AFFAIRS MANAGER**

**FLSA Status: Exempt**

**Union Representation: Non-represented**

**Salary Grade: 590**

**Job Code: 3061**

#### **Summary**

Under general direction, plan and implement an external branding and communications program promoting the vision, goals, activities, and image of City government to citizens, neighborhoods, businesses and community leaders. Serves as Intergovernmental Relations Manager, acting as primary liaison between the City and the elected and appointed officials of other governmental agencies, including municipal, state, regional, and federal legislatures. Works with other staff to promote awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to citizen complaints and requests.

#### **Essential Duties and Responsibilities**

*The list of duties is a representative sample of the work appropriate to this class and does not include all the duties that may be assigned to a particular position. The incumbent may perform a combination of some or all of the following duties:*

1. Develops and implements a strategic, coordinated approach for creating an effective community outreach program to promote community participation in City programs and activities. Creates opportunities for citizens to get involved using a variety of strategies and methods.
2. Manages all aspects of communications between the City and public, including approval of all promotional materials to ensure a consistent look and message. Responsible for City's overall graphic design program. Oversees the structure, content and effectiveness of the City website, including both external and internal City departments in coordination with the City's Information Technology Department.
3. Facilitates and ensures open and clear citizen access to City government. Develops methods and processes by which citizens may provide input and feedback to the City.
4. Conducts surveys and polls, as necessary, with the public and community groups to identify information needs or opinions regarding programs, policies and procedures.
5. Responsible for leading meetings and/or group processes. Work with a variety of participants including City Council, community groups, department management and staff.
6. Coordinates City intergovernmental relations program. Represents the City on various intergovernmental committees. Reviews legislation at the regional, county, state, and federal levels and recommends actions to further City policy interests. Coordinates activities and manages the contractual relationship with the City's lobbyists. Reviews and analyze all legislative bills to determine impact on City.

7. Represents the City by making presentations and/or providing comment to other organizations or entities, and in other situations as required, to advance and protect the interests of the City and its citizens in all matters.
8. Manages the publication of the City newsletter and electronic newsletter in collaboration with the Citizen Information staff, department directors and other City staff, with oversight by the City Manager or designee. Conducts interviews, gathers information, takes pictures, and selects graphics for use in the monthly publication.
9. Manages public information efforts, including acting as representative spokesperson and interacting with the press, occasionally on camera or on air, regarding routine issues. Prepares briefings, story ideas, tours and background information. Arrange press conferences and prepare press kits when needed. Occasionally responds to letters to the editor. Meets with community groups and visitors to provide welcome and general information. Provides information packets to new or prospective residents and businesses.
10. Collaborates with other jurisdictions to coordinate public involvement or media approaches on issues of mutual interest.
11. Sets standards and policy for customer service and complaint resolution. Oversees and coordinates response to citizen complaints and facilitates problem resolutions; acts as liaison for City departments; and coordinates meetings on issues related to complaints. Oversees mediation program.
12. Responsible for program budget including determining services and capital purchases. Monitors program expenditures ensuring they remain within budget.
13. Supervises support staff. Responsible for and has the authority to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward or discipline employees. Supervises and directs staff and other temporary or contract employees and interns. Develop annual work programs and evaluate performance. Responsible for training, orientation and review of work.
14. Manages all aspects of public information in emergency situations. Acts as primary liaison between Emergency Manager, other departments, outside agencies, businesses and the general public. Assigns duties and responsibilities to other Citizen Information staff as emergencies develop, to ensure that the public and media are being kept up to date. Assists in emergency planning and preparedness activities as requested.
15. Performs other duties of a similar nature or level.

## **Minimum Qualifications**

### **Knowledge of:**

- Principles and practices of public relations, mass communications and citizen involvement.
- A full range of communication technologies, methods, and tools for public involvement and media interaction.
- Governmental functions and the role of local government in the community, region, state and local laws and policies as they affect City operations.
- English grammar and composition.
- Local, state, and federal laws pertaining to public information and intergovernmental relations.
- Writing, editing, photography, design, and media.
- Community resources and organizations.
- Presentation techniques.
- Customer service programs and employee communication.
- Internet, databases and reference manuals.
- Conflict resolution techniques.
- Intermediate to advanced layout, graphics, design, and printing techniques.
- Functions of local government.
- Bid proposals and contract preparation.

- Supervisory theories and principles.
- Personal computers and related software applications.

### **Skills and Abilities to:**

- Communicate, both written and orally, in various styles depending upon audience, message, and issue.
- Communicate and interact with co-workers, supervisor, public officials, the media, and the general public, etc. with sufficient skill to exchange or convey information in a clear and concise manner, and to establish and maintain effective relationships.
- Assist departments in planning and implementing informational outreach campaigns.
- Write clear and concise reports, letters, and other written material.
- Conduct sound research and prepare informative written and oral reports resulting from this research.
- Maintaining confidentiality of private and sensitive information and documents.
- Prepare and implement work plans for special projects.
- Exercise good judgment in the performance of job duties, demonstrating tact and resourceful problem solving.
- Interpret local, state and federal laws and regulations.
- Publicize events and public hearings.
- Translate complex or technical materials into common forms.
- Make presentations to large groups.
- Resolve conflicts.
- Promote positive public relations.
- Evaluate or summarize data.
- Work effectively and manage projects under deadline pressure.
- Provide good customer service.
- Comply with safety requirements of the position and actively promote safe work practices.
- Communicate effectively with coworkers, management, elected officials and the general public, and display excellent interpersonal skills and awareness of controversial and/or sensitive issues.

### **Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is through obtaining a Bachelor's degree in Journalism, Public Relations or similar field, and a minimum eight years' experience in public information; or an equivalent combination of training and experience sufficient to successfully perform the essential duties of the job such as those listed above. A Masters degree in applicable field is preferred.

### **Licensing and Other Requirements:**

Positions in this classification require the ability to possess and maintain a valid driver's license and ability to meet the City's driving standards.

May be required to work evenings and weekends. Duties will occasionally involve dealing with distraught or difficult individuals and attending meetings or activities outside normal working hours.

### **Physical and Mental Demands**

Frequent repetitive motions including, but are not limited to, hand, wrist and finger movements; daily walking, reaching, standing, talking, hearing and seeing. Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.

Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

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**Department Director**

**Date**

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**Human Resources Director**

**Date**

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**Employee**

**Date**

*This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*