

City of Brockton

Job Posting

Position: Communications Director
Location: Office of the Mayor
Date opened: January 10, 2020
Date closed: January 24, 2020
Position Type: Full Time/Benefited/Non-union
Salary: Commensurate with experience

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Communications Director (CD) is an at-will position that will provide press outreach and communications and messaging support and advice on a broad range of public policy matters. In coordination with the Mayor's leadership team, the CD will develop and execute communications strategies for initiatives, programs, and the annual budget. The CD is responsible for writing speeches, press releases, web content, social media posts, op-eds and columns, and serves as the editor for all office communications.

- Coordinate and develop media relations; prepare media releases and emergency communications as needed.
- Track and monitor communications and outreach efforts and develop a data storage system/media library to manage photos and other documents.
- Publicize and increase awareness of Mayor's office initiatives.
- Manage Mayor's office social media strategy, including but not limited to Facebook, Twitter, and Instagram.
- Prepare the Mayor for speaking events with speech drafts and talking points.
- Manage and author email updates from the Mayor.
- Perform related duties as required.

SUPERVISION:

Works under the direction of the Mayor and the Chief of Staff.

WORK ENVIRONMENT:

The work environment involves everyday discomforts of a municipal office subject to frequent interruptions. Noise or physical surroundings may be distracting, but working conditions are generally not unpleasant. Work is subject to unplanned fluctuations and administrative deadlines; attendance at night meetings may be required.

MINIMUM QUALIFICATIONS:

Education and Experience: Must have a Bachelor's degree from an accredited college or university, preferably with an emphasis in Communications, English, Journalism, Public Relations, Public Administration, Marketing, or a related field providing education in writing, and public policy; a minimum of two to four (2 - 4) years of work experience in the field of communications or press; or any equivalent combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

ADDITIONAL REQUIREMENTS: Must successfully complete and pass a Massachusetts Criminal Offender Record Information (CORI) check.

KNOWLEDGE, SKILLS AND ABILITIES:

"City of Champions"

BROCKTON CITY HALL ■ 45 SCHOOL STREET ■ BROCKTON, MASSACHUSETTS 02301

TEL: (508) 580-7820

FAX: (508) 580-7133

personnel@cobma.us

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- Excellent writing skills. Candidates must be able to write press releases, web content, opinion pieces, resolutions, talking points, letters, emails, requests, memoranda, and other materials that are clear, concise, effective, professional, and grammatically and factually accurate
- Communicates and listens effectively and responds in a timely, useful, positive and respectful manner; written reports and correspondence are accurate, complete, current; well-organized, legible, concise, neat, and in proper grammatical form.
- Ability to research, analyze, and present background information on a wide variety of assigned projects, programs and topics, relative to issues pending before the City Council.
- Ability to exercise discretion and maintain confidentiality.
- Must have knowledge of the department operations.
- Ability to interact effectively and appropriately with the public and other personnel, perform multiple tasks and maintain confidential information.
- Proficient computer skills, mathematical skills, recordkeeping and clerical skills.
- Ability to organize work, set priorities, use time effectively, work independently and meet deadlines.
- Professional demeanor and overall countenance.
- Ability to communicate effectively with colleagues in a dynamic work environment.

Position requires attention to detail. Excellent oral and written communication skills, time management, prioritizing and the ability to handle complex/varied workload.

ESSENTIAL FUNCTIONS:

Minimal physical effort is required to perform administrative duties. Required to stand, walk, sit, speak, hear and use hands to operate equipment. Vision requirements include the ability to read and analyze documents; use computer and standard office equipment; and operate a motor vehicle. Moderate physical effort is demanded in making site work. While conducting site work, the employee is required to use hands, walk, stand, sit, speak, hear, climb or balance, kneel or crouch. Agility is required to access all areas during site work.

APPLICATION INSTRUCTIONS:

Persons interested in being considered for the position should complete an employment application, submit a cover letter, resume, copy of an unattested driving record from the RMV and a writing sample to Sandra Knight, Director of Human Resources, City of Brockton, Human Resources Department, 45 School Street, Brockton, MA 02301 or submit via e-mail to HR@cobma.us or via facsimile at 508-580-7133.

City of Brockton residency required or shall, within one (1) year of employment establish residency within the City.

City of Brockton is an Affirmative Action/Equal Opportunity Employer

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