

**CITY OF FONTANA
CITY COMMUNICATIONS AND MARKETING MANAGER**

DEFINITION: Under the general direction of the City Manager, plan, prepare, and disseminate information on the activities, services, and objectives of the City of Fontana to the news/social media and the general public.

ESSENTIAL FUNCTIONS: The incumbent must have the ability to:

- Prepare, update and disseminate a wide variety of public information regarding City business including, news releases, press conferences, public service announcements, newsletters, articles, fact sheets, special presentations, and other collateral materials through the various modes of communication and media.
- Respond, at various times, to incidents attracting news media attention; act as liaison between the City and media representatives to facilitate accurate and full coverage of City issues.
- Coordinate communication activities to foster understanding among the public and City employees of City-wide vision, strategic priorities, program goals, services and ensure the City is reflective of a superior customer service environment.
- Assist in the preparation of reports or informational publications about the City, including researching, writing, and coordinating the photography, lay out, and printing.
- Answer public inquiries on City procedures or activities in person, by telephone, or in writing through social media outlets.
- Serve as the Lead Information Officer and act as an advisor to the City Manager, Mayor and City Council on all media issues affecting the City.
- Train staff throughout the City on policies and procedures, as well as the laws that relate to media and public relations.
- Prepare written statements and speeches for members of the City's Executive Staff and Elected Officials; inspects and corrects written work produced by the department staff prior to dissemination to the media.
- Coordinate special events, press conferences and tours; receives and handles specific types of complaints from the media and the public.
- Assist in the coordination of City-wide marketing, advertising and promotional program for services and opportunities offered by the City of Fontana.
- Update and monitor City Social Media websites.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain cooperative working relationships with those contacted in the course of work including but not limited to: cable television program staff, marketing staff, department staff and management.
- Perform any other tasks or functions deemed necessary to the daily operations of the employer.

THE ABOVE LIST OF ESSENTIAL FUNCTIONS IS NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY BY THE EMPLOYER.

WORKING CONDITIONS: Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. This position also requires grasping, gripping, repetitive hand movement and fine coordination in preparing reports, using computer keyboard and related equipment; the ability to push, pull, drag and/or lift up to 25 pounds; normal manual dexterity and hand/eye coordination; corrected vision to normal range; acute hearing; written and oral communication; frequent contact with staff, media and general public. May, at times, work in adverse weather conditions.

EXPERIENCE AND TRAINING GUIDELINES

A combination of experience and training that would provide the required knowledge and abilities is qualifying. The incumbent must have considerable knowledge of:

- Effective communication techniques
- Principles of marketing
- Modern social media sources
- Techniques for successful media and event management
- General municipal government functions, issues and operations
- Data collection and analysis techniques
- Modern computer hardware and related software systems
- Record keeping and report writing
- Modern and complex principles and practices of public relations and public information dissemination

EXPERIENCE/EDUCATION: Three (3) years of responsible public information, marketing and public relations in the public sector. Municipal government experience preferred. Education equivalent to a Bachelors degree from an accredited college or university with major course work in communications, public administration, public relations, marketing, or a closely related field.

LICENSES AND/OR CERTIFICATIONS: Possession of, and continuously throughout employment, a valid CA Class C Driver's License.