

Position Title:	Communications Director	Grade Level:	3
Department	Select Board	FLSA Status	Exempt
Reports to:	Town Administrator		

Statement of Duties:

The Communications Director works directly with Town Administration to lead marketing and communications efforts for the Town of Natick through the town’s website, social media, press, promotional materials, and other communication related platforms. The position is responsible for establishing, implementing and managing a communications strategy for the town, informed by elected officials, employees, constituents, and representatives from various community, civic and business groups. The Communications Director works as part of the team that responds to public information requests, and works collaboratively with Town departments to help provide technical oversight of platforms and programs related to communication with and dissemination of information to residents and Town employees.

Supervision Required:

Works under the day-to-day supervision of the Town Administrator.

Supervisory Responsibility:

None.

Accountability:

This position is highly accountable and incorrect actions could result in monetary damages and adverse public relations. Must be experienced in meeting deadlines with a high quality of work, and establishing good rapport with individuals to promote the Town of Natick.

Judgement:

Skilled judgement is required to successful complete the essential functions of this position.

Complexity:

Most of the work consists of being able to communicate ideas and information in a concise, user-friendly manner. The position must be able to understand complicated matters and explain them thoughtfully to multiple audiences.

Confidentiality:

Employee has access to confidential information including client and department records. Strict confidentiality is required.

Work Environment:

The work environment involves everyday comforts and/or discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting. Employee may be required to work beyond normal business hours to meet deadlines and/or to attend evening/weekend meetings and events. and supports community engagement.

Nature and Purpose of Contact:

Position interacts with co-workers, elected officials, and the public to explain or interpret procedures or guidelines, plan or coordinate work, or resolve problems. More than ordinary courtesy, tact, and diplomacy may be required to resolve complaints or deal with hostile or uncooperative persons. Employee may furnish news media with routine information such as meeting agendas, departmental procedures, upcoming events etc.

Occupational Risks:

Duties generally do not present occupational risk with only occasional exposure to risk or stress. Minor injury could occur, however, through employee failure to properly follow safety precautions or procedures. Examples of injury include minor bruises from falls, minor cuts or burns, or minor muscular strains from lifting or carrying equipment or materials. Employee must work with electrical equipment and mobile equipment in various locations.

Essential Functions:

The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Provides vision and leadership in the development and implementation of a strategic communication plan, recognizing that various methods are required to share information with residents, employees, and elected/volunteer officials.
- Responsible for the planning and use of communication platforms and digital media for the town.
- Builds strong relationships with key constituents and the media, and other partners in the private sector, region, and government.
- Assists town departments, elected and appointed officials, and others to accurately maintain information on their respective pages of the Town's website.
- Develops and maintains a social media presence for Town initiatives, ensuring a consistent message across all departments.

- In collaboration with public and private partners, supports the maintenance of a coordinated community calendar of events.
- Creates and disseminates organization communications materials, such as newsletters, informational materials, or other media as requested by Town Administration.
- Monitors town communication materials for quality, accuracy, timeliness and consistency with the strategic communication brand and templates.
- Provides support for the public records access for the Town of Natick, and helps coordinate responses to constituents who correspond with the Select Board.

Knowledge, Abilities and Skill

- Expert knowledge of information technology, social media platforms, and other communication avenues.
- Knowledge of municipal operations and services.
- Experience managing and maintaining digital platforms, and appropriately responding to constituent inquiries.
- Experience with crisis management and quick dissemination of pertinent information.
- Experience managing relationships – internal and external.
- Technology and media guru on best practices, and developing trends in communication.
- Must be able to think critically and effectively curate complex information into cogent accurate statements and presentations.
- Monitor and appropriately respond to inquiries that may be highly critical of the Town and its employees with professionalism tact.

Recommended Minimum Qualifications:

Education and experience:

- Bachelor's degree and a minimum of five years of related experience in communications, public relations, marketing, or related field.
- Knowledge and experience with using website and social media platforms (including Civic Plus or similar platforms), following communication trends, using/managing information technology systems, and preparing presentations or materials for all audiences.

- Preferred experience in working closely with the media, elected officials, and residents in a municipal setting.

Physical and Mental Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.

Physical Skills:

Work requires some agility and physical strength, such as setting up and breaking down of film sets and equipment, or standing for extended periods of time.

- Occasionally, work may require lifting objects and carrying them (up to 30 lbs. *or more*).

Motor Skills:

- Duties require minimal motor skills for activities such as moving objects, operating a personal computer and/or most other office equipment.

Visual Skills:

- Visual demands require constantly reading documents, and processing information for analytical purposes. Information will be presented in a variety of formats.

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