



**City of Boise
Job Description**

**Communications Manager – Planning &
Development Services/ Finance & Administration**

Reports to: Community Engagement Director

Summary Statement

The Community Engagement team is hiring for a Communications Manager to support our Planning & Development Services (PDS) and Department of Finance & Administration (DFA) departments. In this role they will draw on their diverse communications, public relations and marketing background to determine what mediums, methods and approaches are best to inform and engage citizens around topics such as Housing and Homelessness, Neighborhoods and Community Development, Transportation, Parking, and Licensing.

The right person will have a ‘can do’ approach to marketing with the ability to rally audiences around important causes such as transportation and housing. This person will be a strong project manager leading projects to completion on time and on budget, keeping stakeholders and team members well informed of progress along the way.

A skilled communicator they will be able to take complex information and materials, distill them into digestible formats and handle these topics with care. Working directly with media the right candidate should be well versed in media relations helping to field media inquiries and public input on various topics.

ESSENTIAL FUNCTIONS

- **Create, manage and help execute communication plans, materials and programs** that leverage appropriate marketing and communication tactics and mediums to best inform and reach target audiences and project goals.
- **Provide excellent project management and client service** to the Planning & Development and Finance and Administration Departments. Lead and manage communication projects from planning to execution providing timely and proactive deliverables and updates.

- **Project manage the creative development of all communication materials** including working closely with our graphic designer, vendors and agencies in producing various pieces in digital (web and social), print, video, experiential (events, public hearings etc.), public relations, etc.
- **Copywrite and copyedit** communications that inform and engage target audiences. Content creation can include hand outs, presentations, video scripts/ outlines, press releases, emails/ e-newsletters, web site copy, social media posts, public hearing announcements, etc.
- Working collaboratively with our Community Engagement Digital Senior Manager, **administers web and social media content updates and posts.**
- **Research various media and communication outreach methods** and costs to determine best media and communication approach to employ to connect with various audiences and reach target objectives.
- **Coordinate media relations and serve as the primary press contact** with local media on behalf of the PDS and DFA departments. Works collaboratively with the Community Engagement and Mayor's office teams to ensure messaging is aligned Citywide.
- **Responsible for the community engagement budget and purchasing** efforts for each department, managing agencies, vendors and working closely with city's finance and purchasing teams to track budgets, media buys and purchasing efforts.
- **Plan and help facilitate community outreach activities and events** for each department using a variety of public information gathering techniques including focus groups, public hearings, digital outreach, survey's etc.

REQUIRED KNOWLEDGE, EXPERIENCE AND TRAINING

- Must have a Bachelor's Degree in Communication, Marketing, Public Relations, or related field.
- 6 years of experience in community/public relations, marketing/ advertising or closely related field.
- Exceptional project manager able to lead a team to complete large scale marketing, communication or advertising projects with various team members, clients and vendors.
- Web and digital content management and communications best practices
- Agency and vendor management.
- Strong social media and grassroots marketing expertise able to connect and mobilize audiences to action with often little to no budget.

- Media relations with proven experience in handling sensitive topics and guiding others on key speaking points.
- Must be a problem solver and project manager with a ‘can do’ attitude.
- Brand marketing expertise with the proven ability to ensure brand standards are adhered to in various communications and marketing materials.
- Functional knowledge of graphic design to guide and project manage creative development work with in-house and external designers.
- Ability to demonstrate exceptional interpersonal skills. Flexible to adjust to change, personalities, and shifting priorities at a moment’s notice.
- Highly organized individual able to manage and execute multiple projects at once with conflicting deadlines and priorities. Deadline driven.
- Proven problem solver able to take little or no direction and accomplish projects and advise others on best approach to accomplish the team’s goals.
- Positive energy with a get it done, and get it done right attitude. Part of a small and growing team with a lot of needs from the organization it supports, this person will need to be comfortable with jumping right in to help complete the work.
- Composed and professional in stressful situations, ranging from interpersonal conflict to emergency situations. Displays an attitude of cooperation and can work harmoniously with all levels of City employees and community members.

PREFERRED KNOWLEDGE

- Communications background in economic development, transportation and/or housing.
- Awareness of local community partners in housing, economic development and transportation.

LICENSING AND OTHER REQUIREMENTS

- Valid Idaho driver’s license.
- Individuals must be capable of operating vehicles safely and have an acceptable driving record.

SPECIAL REQUIREMENTS

- All applicants must be able to successfully pass City of Boise background check processes which include reference checks and criminal history checks and education verification.

WORKING CONDITIONS

- The physical effort characteristics and working environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- The work environment will include inside conditions and outdoor weather conditions. Employees will also drive a vehicle as part of this position

ABOUT PLANNING AND DEVELOPMENT

Planning & Development Services (PDS) partners with stakeholders to create a safe, livable, and economically viable community. The Department provides long-term city planning, land-use reviews and zoning enforcement service, building safety, energy, fire and construction site erosion code reviews and inspections for structures located in Boise, affordable housing opportunities for qualified individuals both directly and through community partnerships, federal and local funding assistance for both City and community-based initiatives to promote economic development, public services, and local planning and coordination.

ABOUT FINANCE AND ADMINISTRATION

The Finance and Administration Department plays a key role in every financial transaction at the City of Boise. It consists of two divisions: the Financial Management Division, which includes Accounting, Budget, Purchasing, Treasury and Collections; and the Administrative Services Division, which includes Department Administration, City Print & Mail Services, the Office of the City Clerk; the Office of Enforcement Services and the Office of Fleet Services. Each of these programs provides a variety of services both internal to City government and external to the Boise community at large.

ABOUT THE COMMUNITY ENGAGEMENT TEAM

The City of Boise Office of Community Engagement's role is to foster deeper connections and engagement with citizens of Boise and city employees using modern communication best-practices. The Office works to establish a strategic, citizen-centric communication culture within city government that reflects Boise's vibrant, dynamic and innovative livability, and builds on residents' high satisfaction with the value of the city services they receive. It is part of a larger effort to bring a first-rate customer service mindset to the city's interaction and transactions with citizens.

ABOUT CITY OF BOISE

About Boise: We are dedicated to making Boise the most livable City in the country, our team is 1600 people strong and is one of the largest employers in the area. Guided by a mission that keeps us focused on outcomes that are Lasting, Innovative, and Vibrant, we are passionate professionals who dream big and work hard. Our shared values are simple and we believe in them: One City, One Team – for the Greatest Good, Citizen Experience with “WOW”, and lastly, There’s Nothing We Can’t Do Better. From maintaining parks, to protecting the public, to designing waste water renewal systems, our entire organization is driven by the knowledge that every day when we go to work, we help to enhance what is loved most about Boise for generations to come. To learn more visit www.cityofboise.org

