



Job Title	Chief Communications Officer	FLSA Status	Exempt
Band	SMG	Probationary Period	12 Months
Zone	2	Job Code	15015

Class Specification – Chief Communications Officer

Summary Statement:
 The purpose of this position is to direct and manage the operations of the Communications Office for the City and the Mayor by overseeing the content development for public relations and social and print media material to create a positive image for the City of Colorado Springs. Additional responsibilities include holding monthly town hall meetings, media conferences, employee luncheons, and Mayoral meetings with the City Council.

Essential Functions	Note: Regular and predictable attendance is an essential function in the performance of this job.
Time % (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
65%	Responsible for providing positive press for the City by ensuring proper execution of duties to include public relations efforts, developing key messaging for media, and developing brands for the City by communication staff. Staffing, training, and developing new associates. Developing strategic budget plans and initiatives to ensure excellent customer service to citizens and vendors to the City.
35%	Developing, overseeing, and managing all of aspects of Mayoral publicity, marketing and communication efforts, including publishing news, writing messages and statements, and determining agendas for town hall meetings and media conferences. Consulting with the Mayor directly to provide assistance and direction.

Competencies Required:

Human Collaboration Skills: Communications are highly sophisticated and involve final decisions or recommendations regarding policy development and implementation. Interaction with others outside the organization requires exercising participative management skills that support team efforts and quality processes.

Reading: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Math: Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.

Writing: Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.



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Technical Skills Required:

Advanced Skills and Knowledge: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Relevant Background and Formal Education: Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

Education: Bachelor’s degree from an accredited college or university with major coursework in communications, journalism, media relations, or a related field.

Experience: Seven years of full-time responsible public, media, or community relations experience including two years of administrative and/or supervisory responsibility.

Certifications and Licenses: Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.

Supervision Exercised:

Work requires managing and monitoring work performance by directing subordinate supervisors, including making final decision on hiring and disciplinary actions, evaluating program/ work objectives and effectiveness, and realigning work and staffing assignments, as needed.

Supervision Received:

Receives Administrative Direction: The employee normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. End results determine effectiveness of job performance.

Fiscal Responsibility:

This job title has responsibility for final approval of budgetary recommendations. Monitors progress toward fiscal objectives and adjusts plans as necessary to reach them.

Physical Demands:

Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.



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Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never
Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

Machines, Tools, Equipment, and Work Aids: Computer, printer, copier, telephone, and standard office equipment.

Specialized Computer Equipment and Software: Microsoft Office.

The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.

Original Date: November 2014