

City and Borough Sitka, Alaska

Class Specification

Class Title	Community Affairs Director
Class Code Number	1062
FLSA Designation	Exempt (Administrative)
Pay Grade and Range	34
Effective Date	April 2017

General Statement of Duties

Directs City and Borough of Sitka (CBS) media, communications, public relations, inter-agency relations, advocacy and special projects. Serves as Intergovernmental relations contact, acting as primary liaison between the City and elected and appointed officials of other governmental agencies, including municipal, state, regional and federal legislatures. Works with other staff to promote awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to citizen complaints and requests. Provides a high level of direct institutional-level support to Administrator.

Distinguishing Features of the Class

The principal function of an employee in this class is to serve as the primary City and Borough director for institution-wide communications, media contacts, government relations, legislative and congressional issues and advocacy, and agency and public issues. Monitors and responds to issues affecting Sitka, state and federal regulations and proposals, manages major issues and special projects affecting CBS.

The work is performed under the supervision of the Administrator but considerable leeway is granted for the exercise of independent judgement and initiative. An employee in this class may perform the duties of other employees within the City and Borough government as required or assigned by the Administrator. The nature of the work performed requires that an employee in this class establish and maintain effective working relationships with other Department and City employees, State and Federal Officials and the public. The principal duties of this class are performed in a general office environment and various work sites within the City and Borough of Sitka and the State of Alaska, with occasional additional travel required.

Examples of Essential Work (Illustrative Only)

- Develops and directs institutional Alaska Legislative and Federal Congressional funding requests, advocacy, problem resolution, legislative priorities, and other issues of importance to Sitka. Coordinates travel, advocacy efforts, and interactions with elected officials, state and federal agencies, tribal governments and visiting dignitaries.
- Develops and manages CBS communications, including social media, annual report, news releases, newsletters, publicity and public relations, and municipal information to CBS staff, media, agencies, organizations, and the public.
- Manages all aspects of communications between the City and public, including approval of all promotional materials to ensure a consistent look and message. Responsible for City's overall graphic design program. Oversees the structure, content and effectiveness of the City website in coordination with the Information Technology Department.
- Serves as Administrator's representative at city functions, committee and task force meetings, and community meetings as assigned. Serve as City liaison to other community and government organizations, public official, etc.
- Facilitates and ensures open and clear citizen access to City government. Develops methods and processes by which citizens may provide input and feedback to the City.
- Conducts surveys and polls, as necessary, with the public and community groups to identify information needs or opinions regarding programs, policies and procedures.
- Responsible for leading meetings and/or group processes. Work with a variety of participants including Assembly, community groups, department management and staff.
- Coordinates activities and manages the contractual relationship with City Lobbyists.
- Represents CBS by making presentations and/or providing comment to other organizations or entities, and in other situations as required, to advance and protect the interests of the City and its citizens.
- Manages public information efforts, including acting as representative spokesperson and interacting with the press, occasionally on camera or on air, regarding routine issues. Prepares briefings, story ideas, tours and background information. Arranges press conferences and prepares press kits when needed. Provides information packets to new or prospective residents and businesses.
- Sets standards and policy for customer service and complaint resolution. Oversees and coordinates response to citizen complaints and facilitates problem resolutions; acts as liaison for City departments; and coordinates meetings on issues related to complaints.
- Manages public information in emergency situations. Assists in emergency planning and preparedness activities as requested.
- Keeps broadly informed and coordinates municipal involvement and actions on issues of importance to CBS. Serves as a member of the executive team and core management group.
- Develops and directs institutional projects and initiatives (e.g. Coast Guard City, Bike Friendly Community).
- Prepares State and Federal financial assistance grants for institutional issues within the municipality, such as infrastructure, community and economic development, and affordable housing. Administers related funds.
- Coordinate and implement the City's Communications Plan including a social media policy.

- Staff liaison to Baranof Warm Springs.
- Provide oversight to the Public Relations Committee and assigned staff.
- Attends meetings, conferences, workshops and training sessions and reviews publications and audio visual materials to become and remain current on the principles, practices and new developments in assigned work areas.
- Performs other related duties as assigned.

Required Knowledge, Skills and Abilities

- Thorough knowledge of local, state and federal governmental structure, including legislative processes, regulating and service providing agencies;
- Principles and practices of public relations, mass communications and citizen involvement;
- Intermediate layout, graphics, design and printing techniques
- Community resources and organizations
- Presentation techniques
- Customer service programs
- Thorough knowledge of current issues facing city and borough governments in Alaska
- Demonstrated ability to communicate well with others, including media and the public, both orally and in writing, using both technical and non-technical language;
- Ability to prepare and present accurate and reliable reports containing findings and recommendations;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines
- Integrity, ingenuity and inventiveness in the performance of assigned tasks.
- Ability to maintain a positive work atmosphere by acting and communicating in a manner so that you get along with the general public and co-workers including management.

Acceptable Experience and Training

- Graduation from an accredited college or university with a Bachelor's Degree or equivalent in Public Administration, Political Science, Journalism or a related field;
- Experience in government administration, preferably involving institutional level planning, public affairs, legislative interactions and grant development;

Required Special Qualifications

- Possession of a driver's license issued by the State of Alaska.

Essential Physical Abilities

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively;
- Sufficient vision or other powers of observation, with or without reasonable accommodation, which permits the employee to review documents in electronic and hardcopy form;
- Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to operate computers and related equipment;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to function in a general office experience and visit various work sites throughout the City and Borough including outlying areas.

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