

VACANCY ANNOUNCEMENT



CITY OF MOUNT VERNON, NEW YORK MAYOR SHAWYN PATTERSON-HOWARD

POSITION: Director of Communications

DEPARTMENT: Department of Management Services

The City of Mount Vernon is an equal opportunity employer and is committed to achieving full and equal opportunity without regard to race, religion, color, gender, physical or mental disability and sexual orientation. The City of Mount Vernon has a zero tolerance for all forms of harassment or reprisal.

OPENING DATE: 12/23/2020

CLOSING DATE: 01/06/2021

SALARY RANGE: Commensurate with Experience

RESIDENCY REQUIREMENTS: PREFERENCE WILL BE GIVEN TO QUALIFIED MOUNT VERNON RESIDENTS

APPLICATION INSTRUCTIONS:

Resumes and letters of interest should be addressed to:

City of Mount Vernon

Department of Human Resources

1 Roosevelt Square, Room 211

Mount Vernon, New York 10550

Or submitted via e-mail to: CityofMountVernonHR@cmvny.com

DISTINGUISHING FEATURES OF THE CLASS:

Under the general direction of Management Services, the incumbent in this class is responsible for the administration and coordination of all city communication related issues, including public information and related activities, and all communications related issues for the executive or legislative branch of the administration. The responsibilities include planning, coordinating and implementing events, such as: press conferences, media stories and related projects. Advise and coordinate with Mayor's press staff, departmental public information officers and activities, such as: all press releases, brochures and related printed materials including marketing and advertising promotions; advising commissioners and department heads on media related matters; serves as spokesperson for the administration, where applicable, frequent and significant contacts occur with high level officials at the federal, state and local levels of government, as well as with media representatives and various interest groups and the public. Supervision may be exercised over a number of subordinate professional support and clerical personnel and college interns. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

- Collaborates with department public information officers, and coordinates and directs their community/public information and communications functions, including press releases, brochures, mailings and other materials;
- Serves as liaison(s) to the media;
- Arranges interviews and other social media interface activities, as assigned;
- Scheduled and accompanies the Mayor, City Council President, Comptroller and Department Heads to local, regional and national press events, interviews and editorial board meetings and assists in the preparation of talking points and speeches;
- In coordination with Mayor's Office staff, City clerk and Comptroller's Office to coordinate community relations events, constituent affairs and outreach to communities and individuals;
- Formulates, implements and evaluates policies for city-wide public relations and promotion programs, ensuring effective implementation by maintaining liaison with departments to provide guidance, instruction and problem solving;
- Assist with the preparation of public information materials, programs, promotions and projects, including news releases, publications and audio-visual materials, both in written and automated formats;
- Coordinates and studies the public's knowledge and interest in various activities, services and objectives of the City of Mount Vernon, including the impact of past and current marketing campaigns, to project the benefits to the population serves;
- Serves as a liaison with contracted service agencies to press and promotion programs;
- Responds to all media inquiries and coordinates their handling with involved department commissioners;
- Identifies target populations for advertising, promotional and marketing campaigns for City Services by gathering demographic statistics and selecting various media that would be serve as tools for presentation to a variety of citizens groups;
- Coordinates automatic public information services, including but not limited to telephone information systems, public information kiosks, and the Internet;
- Coordinates the City's Internet Web and assists City departments in their preparation of text and graphics for the electronic media;
- Develops presentations on new services and initiatives provided by the city, and informs the public on how these services can be used in their community;
- Keeps abreast of current or emerging public issues that have an impact on the policies or operations of the City of Mount Vernon;
- Attends conferences, meetings, seminars, public hearings and presentations to gather information and represent the Mayor or President of the City Council, as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Candidates must have comprehensive knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program;
- Comprehensive knowledge of the principles and techniques of establishing and maintaining effective public relations;
- Establishes and maintains liaison with press correspondents, television, radio, newspaper editors and publishers;
- Thorough knowledge of the techniques of preparing, producing and disseminating information to the various media;
- Thorough knowledge of the functions and organization of the City of Mount Vernon; ability to speak effectively in public;
- Ability to deal with persons of divergent views in a courteous and tactful and effective manner;
- Ability to identify program problems and critical factors and to develop realistic solutions;
- Ability to plan, coordinate and evaluate the work of assigned professional and clerical personnel;
- Good command of the English language;
- Ability to communicate effectively both verbally and in writing;
- Must be able to edit letters and reports that are written for executive staff;
- Ability to use computer applications such as spreadsheets, word processing, e-mail and database software;
- Resourcefulness; initiative; imagination; integrity; good judgment; diplomacy and physical condition commensurate with the demands of the position.

ACCEPTABLE TRAINING AND EXPERIENCE:

- Graduation Master's Degree from an accredited college of university recognized by the New York State Education Department in Fine Art, Graphic Design, Communications or Marketing, or a closely related field; **PLUS** two (2) years of experience in graphic design, advertising or communications, one (1) of which must have been using Web software such as Microsoft Front Page and desktop publishing, software, (such as Quark, iüode Illustration and Adobe Photoshop) to design and create print, digital and web pages; **OR**
- Bachelor's Degree in Fine Art Design, Communications or Marketing or closely related field; **PLUS**, four (4) years of experience as noted in **(A)** above.