



## **COMMUNICATIONS MANAGER**

**DEPARTMENT: COMMUNITY SERVICES & PUBLIC COMMUNICATIONS**  
**EXEMPT**

### **GENERAL DESCRIPTION:**

Under the administrative direction of the Tourism and Communications Director or designee, the Communications Manager plays a central role in disseminating information to residents and external audiences. This position ensures that any messages from the Town are delivered in a clear and timely manner, and are made available on the website and other channels if needed. The Communications Manager may also support the Tourist Bureau's marketing activities and special events. Additional tasks may include media relations support, social media application, organizing promotional activities and campaigns, and promoting the Town's dining, shopping, lodging, recreation and recreational amenities.

### **ESSENTIAL JOB FUNCTIONS:**

1. Co-plans and helps implement resident-focused public awareness campaigns via Town communications channels including emails, the Town of Surfside website, Channel 663 and NextDoor. Examples include: public health information, traffic notifications, hurricane season information, and election information.
2. Day-to-day distribution of news and information to residents on behalf of Town Departments.
3. Day-to-day management of the Town's website and content creation ensuring all information is accurate, properly organized and up to date.
4. Works closely with Department Director and on advanced-level changes to the Town website; serves as liaison between the Town and website provider.
5. May be asked to support the Director in tourism-related promotional events including creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
6. Assists the Director with overseeing creative, production and implementation of all communication assets such as the website, digital sign, brochures, public signage and event signage as pertains to the Department.
7. Develops creative and digital assets for communications needs on Adobe programs, Canva or other relevant programs.
8. May contribute to the production of the monthly Town Gazette, a digital and printed publication.

9. Generates various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant promotional materials.
10. Receives, processes and issues Special Events Permits. Confirms with Chief of Staff for final approval and ensures all required state, county, and Town registrations, certifications, and/or licenses are current prior to permit issuance.
11. Handles matters of a sensitive nature.
12. Assists in proofreading a variety of materials.
13. Assists with budget planning.
14. Reviews and evaluate proposals for new programs and services as directed.
15. May be asked to help plan and coordinate media events including presentations, meetings, grand openings, celebration parties and press conferences.
16. Responds to any requests and inquiries regarding the Town website.
17. Assists the Director with maintaining current knowledge of industry-related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports as well as develop new marketing opportunities for the community.
18. Performs administrative duties including payment processing services.
19. May be asked by the Director to occasionally attend Tourist Board meetings, and other meetings as required; takes necessary action regarding agenda items.
20. May function in any emergency management role or capacity in the Incident Command System (ICS) to include, Logistics, Operations, and Planning.
21. Provides direct support line to the Tourism and Communications Director in the event of an emergency
22. Performs other related duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

**MINIMUM QUALIFICATIONS:****KNOWLEDGE, ABILITIES AND SKILLS:**

- Ability to work in web development and website management;
- Intermediate to advanced level HTML skills required.
- Must possess superior verbal and written communications skills
- Working knowledge of Adobe Suite or Canva required.
- Ability to draft clear, concise and effective work product
- Ability to have polished public speaking skills.
- Ability to establish and maintain effective working relationships with Town administration, staff and elected officials, other government officials, the community, business groups and the general public.

**EDUCATION AND EXPERIENCE:**

This position requires a Bachelor's Degree in I.T, Business Administration, Mass Communications, Journalism, Digital Marketing or a related field, and must have served for at least (2) two years in a supervisory role or higher. An emphasis will be placed on those who have experience in website management and communications within government structure or non-profit organizations. Demonstrated skills in website management and effective communication are required.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

**LICENSES, CERTIFICATIONS OR REGISTRATIONS:**

NONE.

**ESSENTIAL PHYSICAL SKILLS:**

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing.
- Driving.
- Equipment operation.
- Bending and kneeling.

**ENVIRONMENTAL CONDITIONS:**

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

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Revision History: New 7/14/2022; 12/29/2023

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

Town Manager's Signature:  12/29/2023