

SENIOR COMMUNICATIONS SPECIALIST

DEFINITION

Under general direction, plans, develops, coordinates and directs all communications activities of Alameda Municipal Power. Performs other related work as required.

DISTINGUISHING FEATURES

This position is responsible for planning, organizing, developing, coordinating, assigning, directing, managing and evaluating the utility's internal and external communication strategies, programs, and branding. The emphasis of the work is dependent upon the specific business initiatives undertaken by the organization. Work in the class is distinguished from that of lower classes by the level of responsibility associated with assigned duties; provides lead functions on a program and project basis.

EXAMPLES OF DUTIES

1. Develops content for and manages a variety of internal and external communication channels, including traditional marketing collateral (newsletters, bill messaging and inserts, advertising, opinion editorials), digital marketing (web, email, video) and social media.
2. Develops, executes and manages strategic communication plans directed to internal and external audiences.
3. Manages media relations including writing press releases.
4. Develops effective communication strategies to increase and improve customer engagement with various utility programs and services.
5. Plans and executes marketing events, town hall meetings, etc. including pre- and post- meeting planning and onsite coordination.
6. Develops and coordinates metrics, tracking and communication of key marketing and communications initiatives.
7. Assists with emergency communication operations, which may include nights and/or weekends.
8. Attends community and public meetings including the Public Utility Board.
9. May supervise and/or provide lead direction to assigned staff.

EMPLOYMENT STANDARDS

Education/Experience

Any combination of education and experience likely to provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Bachelor's degree or higher in journalism, communications, public relations/marketing, public administration or similar field.

Experience: Five years of progressively responsible professional experience in communications, media relations, marketing, public information, public administration or similar field.

Knowledge

Knowledge of principles and practices of public relations, media relations, and community engagement and outreach; research and analysis methods; project management concepts and practices; principles and practices of supervision and public administration; social media tools and outlets; website trends and content management; measurement and evaluation; correct English usage, including spelling, grammar and punctuation; operation of personal computers and information management with proficiency using word processing, spreadsheets, databases, presentation software, and web-based programs; and effective methods of leadership, supervision, and management.

Abilities

Ability to effectively manage, coordinate, and administer a range of public information and/or engagement projects and studies; communicate effectively in writing and in person to different audiences through a variety of media platforms; synthesize technical information into concise overviews for a general non-technical audience; establish and maintain effective working relationships with media outlets, elected and appointed officials, business partners, business and community groups, outside agencies, employees, other departments and divisions, and the general public; plan, administer and evaluate work programs; effectively manage comprehensive specialized functions, projects and studies; set priorities and meet deadlines; perform qualitative research and analysis and quantitative and general problem solving using superior critical thinking skills; interpret and apply established policies, procedures and codes; draw valid conclusions and project consequences of decisions and recommendations; perform both complex and routine work with speed and accuracy; work effectively under pressure and with frequent interruptions; provide training and direction to assigned staff; and maintain level of knowledge required for satisfactory job performance.

Special Requirements

Willingness and/or ability to work outside regularly scheduled hours to meet operational needs and to respond to after hours emergency calls as required.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.