

Adopted: September 2001, Revised: July 2016

Class Title: Manager of Public Relations

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Develops and manages public relations strategies to enhance and position the image and reputation of the City of Norfolk. Manages public relations, responds to media, acquires sponsorships, and develops brand images. Provides communication and information to support the government relations programs.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Manages public relations by developing relationships with outside organizations based on common goals, interacting with the media, writing press releases, and planning, coordinating and promoting special events.
2	S	Supervises and provides support to personnel by prioritizing tasks, assisting with team building, and providing assistance to other departments as needed.
3	S	Acquires sponsorships and develops brand images by writing proposals, locating sales opportunities, negotiating with potential vendors and maximizing the use of the City's image.
4	S	Identifies vital information from legislative issues and municipal operations, analyzes information, directs and evaluates work of outside consultants, educates, informs and disseminates legislative positions, maintains current knowledge of legislative processes, researches new legislation and current events, understands technological research methods and tools.
5	L	Lobbies by identifying key decision makers, presenting, justifying and defending positions, establishing credibility, providing interpretations of legislative issues and position statements, engaging in appropriate debate and consensus building, drafting and introducing legislation and floor amendments.

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CLASS REQUIREMENTS:

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Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Three years' experience in Public Relations or equivalent.
Certifications and Other Requirements	Valid Driver's License may be required depending on assignment.
Reading	Work requires the ability to read correspondence, news media, professional journals, memos, and policies.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write correspondence, news releases, and proposals.
Managerial	Managerial responsibilities include planning public relations strategies.
Budget Responsibility	Research for documents, compiles data for computer entry, and/or enters or oversees data entry and has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than bureau size.
Supervisory / Organizational Control	Work requires supervising and monitoring performance for a regular group of employees in a work unit including providing input on hiring/disciplinary actions and work objectives/effectiveness, and realigning work as needed.
Complexity	Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of policies, standards, and precedents.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. In addition, works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required of the employee. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Making presentations, consulting with personnel and the general public
Sitting	F	Deskwork, meetings
Walking	F	To and from office equipment, other departments and meetings
Lifting	O	Office supplies, paperwork
Carrying	O	Office supplies, paperwork
Pushing/Pulling	O	Desk drawer
Reaching	O	For items on higher shelves
Handling	O	Paperwork
Fine Dexterity	O	Computer keyboard, telephone keypad, writing
Kneeling	O	Filing
Crouching	O	Filing
Crawling	N	
Bending	O	Filing, retrieving items dropped on floor
Twisting	O	From computer to telephone
Climbing	R	Stairs
Balancing	N	
Vision	C	Computer, reading, observation of work activities
Hearing	C	Staff, supervisor, general public
Talking	F	Staff, supervisor, general public
Foot Controls	N	
Other (specify)	N	

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, Standard Microsoft Windows and Office software, laser or inkjet printer, copy machine, fax machine, telephone

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		PRIMARY WORK LOCATION	
Mechanical Hazards	N	Dirt and Dust	N	Office Environment	X
Chemical Hazards	N	Extreme Temperatures	N	Warehouse	--
Electrical Hazards	N	Noise and Vibration	N	Shop	--
Fire Hazards	N	Fumes and Odors	N	Vehicle	--
Explosives	N	Wetness/Humidity	N	Outdoors	--
Communicable Diseases	N	Darkness or Poor Lighting	N	Other (see 2 below)	--
Physical Danger or Abuse	N				
Other (see 1 below)	N				

- (1)
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	N
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	R
Noisy/Distracting Environment	R
Other (see 3 below)	N

- (3)