



City of Maryville

Position Title: Community Relations Manager

Position Type: Full-time; Exempt.

Salary: Minimum \$66,725.10 DOQ

What we offer: Excellent benefit package includes health, dental and vision insurance, life insurance, retirement pension with Tennessee Consolidated Retirement System, Section 457 plan, Roth IRA, and 24- hour access to onsite fully equipped fitness center. Full Time employees begin accruing paid vacation and sick leave upon hire.

Closing Date: Open until filled. Review of applications will begin May 22, 2024.

How to Apply:

Please visit <https://www.maryvillegov.com/admin.html> for more information about the position. A City of Maryville employment application and resume is required for consideration. Upload both documents in the application form located on the web page at <https://www.maryvillegov.com/admin.html>

About This Opportunity:

New career opportunity for an individual with proven communications and leadership skills to help advance the City's modernized public relations and communications program. The position performs complex professional work developing, organizing, coordinating and maintaining collaborative, proactive and comprehensive employee and public information programs and projects including communications, marketing, community relations, and media relations, assists with City special events working through City departments and outside resources, and related work as apparent or assigned.

Essential Functions:

- Assists in development and ensures the success of a collaborative city-wide strategic communications plan that provides communication to the City's stakeholders – including employees, residents, customers, businesses and regional partners.
- Assists in development and coordination of media relations for the organization, preparation of City stories and messaging, inquiries and staff responses, arranges interviews, monitors coverage, and builds journalist relationships; serves as media spokesperson as needed.
- Provides oversight and guidance for communications staff responsibilities and activities.
- Monitors the City of Maryville's brand and image; provides proactive measures and issues response to represent the brand and image effectively.
- Develops and delivers this City's messages through employee communications, training and public relations using various communications platforms.
- Assists in development and approves online content on the City's website and social media channels to ensure a positive and responsive public image.
- Performs special projects as assigned by the administrative services director; facilitates inter-departmental participation on project management, events and communications.

- Assists in coordination of external special events on City property; develops and secures funding, implements, evaluates community outreach events; assists with employee events and activities.
- Assists in developing operating budget; monitors expenditures.
- Advises and coordinates with staff in departments on communications issues and opportunities.

Knowledge, Skills, and Abilities:

- Thorough knowledge of communications practices, strategies and tactics.
- Thorough knowledge of leadership principles and practices; thorough knowledge of City policies and procedures.
- Thorough knowledge of AP style writing and editing.
- Thorough knowledge of the methods and practices in the fields of media and public relations.
- Comprehensive knowledge in the use of standard office equipment and associated software.
- Ability to communicate effectively in oral and written form.
- Ability to communicate complex issues in easy-to-understand terms.
- Ability to make arithmetic computations.
- Ability to compute rates, ratios and percentages.
- Ability to understand and apply governmental accounting practices in maintenance of financial records.
- Ability to exercise sound judgement in crisis situations.
- Ability to use tact and diplomacy.
- Ability to prioritize workload and manage time effectively to meet deadlines and accomplish goals and objectives.
- Ability to work effectively with City staff, elected officials, media and the general public.

Education and Experience:

Bachelor's degree in marketing, public relations, business administration, journalism, communications, or related field and considerable (5+ years) experience in public relations, marketing, community relations or related field.

Physical Requirements:

This work requires the occasional exertion of up to 40 pounds of force; keyboarding, holding, grasping, turning, and otherwise working with the hands and fingers; requires standing, walking, sitting and occasionally requires stooping, kneeling, climbing stairs, crouching or crawling; reaching with hands and arms, pushing or pulling and lifting; standard vision requirements (near, far, and peripheral); speaking to express or exchange ideas through spoken word accurately, quickly, or loudly; hearing is required to perceive information at normal spoken word levels in person, by phone or other remote speech, in large crowds as well as quiet environments; preparing and analyzing written or computer data and operating motor vehicles or equipment; work has no exposure to environmental conditions; work is generally in a moderately noisy location (office environment).

City of Maryville is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.