



The CITY OF BURNSVILLE
Invites applications for the position of:
Communications Manager
An Equal Opportunity Employer

OPENING DATE: 06/19/2020

CLOSING DATE: 07/12/2020 at 11:30 p.m.

STARTING SALARY: \$41.04 hourly

SALARY RANGE: \$41.04 - \$51.18 hourly

The City of Burnsville is seeking a Communication Manager that will be on the leading edge of public service. This position will translate leadership vision and department stories into narratives tailored for different internal and external audiences and to uncover, capture and build engaging content that differentiates and amplifies the City's brand. This person will also exemplify our core values:

Our values:

Collaboration: we value people and perspectives

Innovation: we are on the leading edge

Excellence: we expect the best

Your contribution:

- Fosters a commitment to partnership
- Facilitates open channels of information
- Implement strategic content creation strategy
- Lead innovative storytelling efforts
- Create authentic connections and community
- Promote distinguished public service

ESSENTIAL JOB FUNCTIONS:

1. Leads the development of content strategy for internal and external City communication.

- Manages content creation in alignment with vision and strategic priorities.
- Determines needs, defines goals and evaluates outcomes of the content and messaging strategy.
- Builds engaging content that differentiates and amplifies the City's brand.
- Provides communication recommendations and resources to ensure consistent City voice and brand.
- Assists in recommending and preparing the annual budget for the department.

2. Develops, implements and identifies creation of content that tells the story of the City.

- Translates leadership vision and department stories into easily consumable messages and narratives.

- Tailors narratives for a variety of audiences including internal and external communications.
- Draft, review and publish a variety of articles, blogs, news releases, web content, social media, video content and general marketing.
- Supports media relations efforts under direction of the Communications Director.
- Collaborates with City staff to develop department specific communications

3. Manages the visual and design elements of City communications.

- Oversees the graphic design/layout of multiple print and electronic publications
- Develops and maintains visual brand standards in all City communications.
- Assists with the creation of illustration and creative designs.

4. Oversees the operations and content of the City's Employee Intranet.

- Create and implement content schedule for City Intranet.
- Work with departments to evaluate, update and develop Intranet content to facilitate access to crucial information.
- Develops resources for departments to create and deploy engaging internal communications.

5. Oversees the effective use of website, social media and other digital platforms.

- Oversees the operations and maintenance of the City's external websites and social media platforms.
- Posts and updates website content, monitoring and developing reports on site traffic and analytics
- Assists in the dissemination of City messages through email subscription service, website and social media.
- Provides leadership, training and troubleshooting of web-related solutions for the City departments.

6. Works closely with department staff to create and implement centralized communication services.

- Serves as a central point of contact for department staff regarding communications issues.
- Partners with departments and facilities on developing and deploying engaging messages.
- Researches, develops, and implements marketing plans for City Enterprise facilities.

7. Serves as an active and engaged leader to promote the best possible public service.

- As a valuable part of our organization, actively contributes ideas to make us better.
- Keeps city leaders and employees informed through proactive communication.
- Performs other duties as apparent or assigned.

ENVIRONMENTAL CONDITIONS/PHYSICAL REQUIREMENTS:

Work is primarily performed in a standard office environment that includes exposure to computer screens. The noise level in the work environment is usually moderate.

While performing the duties of this job, the employee is regularly required to sit, talk, hear and use hands and arms. The employee is occasionally required to stand, walk, and kneel in performing daily office work

MINIMUM QUALIFICATIONS:

- Bachelor's degree in public relations, communications, journalism or closely related field with five or more years of progressively responsible communications or content development experience, or an equivalent combination of education and experience.
- Adobe Creative Cloud Suite with particular emphasis on InDesign, Photoshop and Illustrator
- Knowledge, skill and ability to do the essential functions of the job.

DESIRABLE QUALIFICATIONS:

- Local government leadership experience preferred.
- Share Point and Office 365
- Website content management systems and knowledge of HTML

EXAMINATION:

- Training and Experience Rating
- Oral Interview
- Must pass a drug test and background check

APPLICATIONS MUST BE FILED ONLINE AT:

www.burnsvillemn.gov/jobs

OUR OFFICE IS LOCATED AT:
100 Civic Center Parkway
Burnsville, MN 55337
P: 952-895-4477