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**San Antonio River Authority**

**Job Description**

**Brand and Communications Manager**

**DEPARTMENT:** Community Relations **LABOR GRADE:** 135

**EXEMPT(Y/N):** Yes **POSITION CODE:**

**REPORTS TO:** Director of Government and Public Affairs

**MEETING PERFORMANCE EXPECTATIONS**

*To perform this job successfully, an individual must perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**SUMMARY:**

**Responsible for assisting in the translation of the agency’s strategic priorities and actions into an integrated and unified communications plan that is creative, effective and highly engaging and drive a cohesive agency narrative and brand across multiple platforms and constituencies. Directly manages the Community Relations Department and excels in the execution of the strategic communications plan.**

**ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:**

* Lead, manage and develop the Community Relations Department team to pursue forward-thinking ideas, implement the highest quality work, and promote the most relevant and effective communication strategies for the agency.
* Help define (including establishing priorities, timeline, and budget), manage, and deliver a strategic communications plan for the San Antonio River Authority in order to elevate the agency’s positive profile and build awareness of the agency’s mission, services and projects through branding, marketing, public information, special events and media strategies.
* Oversee the implementation of the agency’s strategic communications plan including the successful execution of timely, relevant, compelling, informative, and engaging constituent messaging and experiences across a broad range of platforms and products, including radio, TV, print, outdoor, agency newsletter, email, and online/digital outlets.
* Collaborate with the Executive Team, other agency managers, and the staff of the Community Relations Department to establish cohesive language and a unified agency voice across all products and platforms.

* Works with graphic design and branding professionals to ensure consistency of style across all products and platforms.
* Ensures that the information on the agency’s websites are an accurate representation of the organization, thorough in its content, appealing to the users and relevant to the demands of a diverse group of users.
* Work internally and with external consultants to conceptualize, create, and oversee the production and distribution of all promotional materials, including advertising and marketing communications material that communicate a clear and unified brand for the agency.
* Engages in the development and implantation of the agency’s community, public, and recreational events including collaboration across multiple departments and with the San Antonio River Foundation.
* Focus the Community Relations Department team on performance and impact, providing opportunities for the team to reach their potential and to develop their skills and careers.
* Manage team operations, including developing new processes and workflows to increase efficiency, driving quality standards, and successfully balancing workloads.
* Help define and manage success metrics for the Community Relations Department.
* Serve as an advocate and occasional spokesperson for the San Antonio River Authority, working to shape public opinion and experiences to help constituents understand and appreciate the vision, mission, and work of the agency.
* Manage the Community Relations Department team ensuring coordination with other agency experts, and actively participate when required, to respond to media questions and pitching stories to the media, writing news releases, preparing media kits, organizing news conferences, and writing speeches for organizational leaders.
* Manages contracts and professional services that are related to marketing, outreach, public relations, and branding services.
* Collaborate with the Executive Team, other agency managers and experts, Community Relations Department team, and external consultants to develop and release information to counter negative publicity and handle crisis and emergency communications.
* Supervises, selects, develops, trains, and evaluates Community Relations Department personnel.
* Prepares the Community Relations Department’s annual budget and manages the financial resources for the department.
* Works directly with the Executive Team, Community Relations Department team, and Board of Directors in the development and implementation of community and public relations programs; including supporting the board’s Communications Committee.
* Establishes and maintains personal contact and relationships with representatives of the media to increase positive exposure for the agency.
* Keeps abreast of developments in the fields of marketing, communications, and public relations.
* All other duties as assigned.

**The absence of specific statements of duties does not exclude those tasks from the position if the work is similar, related, or a logical assignment of the position.**

**QUALIFICATION REQUIREMENTS**:

*The requirements listed below are representative of the knowledge, skill and/or ability required to successfully perform the essential functions of this position.*

**SUPERVISORY REQUIREMENT:**

This position directly supervises the Brand & Communications Officer and the Art Direction Specialist and oversees a team consisting of two Community Relations Coordinators and a Community Relations and Events Specialist.

**EDUCATION and/or EXPERIENCE:**

An undergraduate degree with major coursework in communications, journalism, public relations, public administration, or a related field from an accredited college or university (a master’s degree is a plus); at least ten (10) years of progressively responsible management/supervisory experience in marketing/communications, corporate and/or government communications, creative direction, or customer/constituent experience (preferably a combination thereof); and a demonstrated marketing and brand strategy experience.

**SPECIAL QUALIFICATIONS:**

Desired qualities include: innovative thinking, curious, action oriented, ability to drive improvements, strong relationship builder, superior communication skills, highly adaptable, and able to thrive in a fast-paced, team-driven environment. Proficient in writing appropriate journalistic style to compose written material free of grammar, spelling, and punctuation errors. Computer proficiency in the current Office Suites package is required. Strong time management, organizational skills, and ability to manage multiple projects simultaneously is required. Must have and maintain a valid driver’s license and maintain an insurable driving record.

**LANGUAGE AND REASONING SKILLS:**

Ability to understand written or oral instructions; read, analyze, and interpret documents, instruction manuals, policies, and procedures is essential. Excellent communication skills (both oral and written) are required to effectively present information in a one-on-one, small, or large group setting. Strong interpersonal skills are essential to maintain effective working relationships with employees, media, civic groups, stakeholders, and members of the general public. The ability to work effectively and efficiently, under sometimes stressful conditions, to ensure deadlines are met is essential.

**PHYSICAL DEMANDS:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Work is largely sedentary; must be able to sit and stand for extended periods of time and intermittently walk, climb, balance, bend, crouch, and reach while performing office duties. Regularly and safely lifts, carries, and handles supplies and equipment weighing at least 20 pounds. Occasionally lifts and carries up to 30 pounds approximately 15 feet.

**WORKING ENVIRONMENT:**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

Work is typically performed in a well-lit and adequately heated and ventilated office environment and requires observance of safe work practices, fire regulations, and avoidance of falls, trips, and similar office work hazards. Occasionally, work is performed outdoors when visiting work sites and projects.

The stress level for this position is high and the workload may require this position to work non-traditional hours to ensure deadlines are met in a timely manner. Must be able to perform in a small but highly professional team-oriented environment.

Must be able to function in a principle-based organization that has a culture built on character and the San Antonio River Authority’s Core Values of Stewardship, Integrity, and Excellence.

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Approved Date