



HUMAN RESOURCES DEPARTMENT

City of Burlington

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MAYORAL COMMUNICATIONS AND PROJECTS COORDINATOR

Mayor's Office

POSTING DATE: April 25, 2016

RATE OF PAY: \$48,587 to \$54,170 DOE

EXEMPT/NON-EXEMPT: Exempt

DEADLINE TO APPLY: Open Until Filled

POSITION STATUS: Regular Full Time

NUMBER OF POSITIONS AVAILABLE: 1

This position acts as communications director for the Mayor's Office for media issues, as well as an advisor to the Mayor, City Departments, their Directors, and other staff members on communications with the media and members of the public. This position coordinates and conducts research on Mayoral initiatives, programs, and projects and assists the Chief of Staff with engaging City Departments, the City Council, and community stakeholders to solicit new ideas and feedback about those initiatives and with implementing those initiatives. This position staffs the Mayor at internal City meetings and community events. This position connects the Mayor's Office with the public and the media to foster open government by developing and managing communications tools that facilitate transparency. This position has daily responsibility for managing the Mayor's social media posts, coordinating City-wide social media efforts, and monitoring social media activity on local issues. This position is a Mayoral appointment, serves at the pleasure of the Mayor, and reports directly to the Chief of Staff.

Essential Functions:

Communications

- Develop and direct implementation of City's media strategy designed to keep the public, City Council, and City staff informed of City business and activity.
- Manage all inbound media inquiries for Mayor's Office and advise City Departments on media issues.
- Prepare media advisories, releases, policy statements, proclamations, letters, and other written materials.
- Communicate with print, television, and radio media outlets on behalf of the Mayor's Office.
- Coordinate social media communications strategy for Mayor's Office and City, including daily management of Mayor's Facebook page and Twitter and Instagram streams. Social media responsibilities include management of weekly schedule of posts, tracking social media activity about local issues, and generating and monitoring social media analytical reports.
- Maintain, update, and improve Mayor's Office systems for managing electronic and paper files, contacts, and other information.
- Coordinate public events, including the media components, for Mayor's Office.
- Lead City Annual Report preparation.

Projects & Community Engagement

- Coordinate and conduct research on Mayoral initiatives, programs, and projects.
- Assist Mayor and Chief of Staff in relationship-building by engaging City Departments, the City Council, and community members, organizations, businesses, schools, universities and colleges, hospitals, and health centers to solicit new ideas and feedback about Mayoral initiatives, programs, and projects and with implementing those initiatives, programs, and projects.
- Coordinate with Mayor's Office Assistant II position to ensure timely responses to inquiries from members of the public, including meeting with Mayor's Office visitors and timely responding to constituent correspondence.
- Assist the Mayor and Chief of Staff with Board of Finance, City Council, and committee meetings preparations.
- Regularly attend Board of Finance and City Council meetings and, when necessary, other City Council committee meetings and engage in appropriate follow-up activities to help implement Mayoral initiatives and projects.
- Attend public and City meetings related to Mayoral projects in the Mayor's absence as needed.

Qualifications/Basic Job Requirements:

- Bachelor's Degree in public administration, political science, journalism, communications, or related field and three (3) years' experience in a related field. Equivalent combination of education and experience may be considered.
- Demonstrated ability to effectively and professionally represent the City in all written and verbal interactions with multiple stakeholders including City employees, elected officials and members of the general public required.
- Ability to represent Mayor's Office in situations requiring public speaking.
- Ability to prioritize work and problem solve to accomplish competing objectives while meeting deadlines in a fast-paced, high-pressure environment is required.
- Strong interpersonal skills, including ability to work closely with co-workers in a small office environment.
- Ability to creatively problem solve.
- Ability to manage social media responsibilities.
- Provide guidance to Office Assistant II position and student interns.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance and availability to respond to emergent and time-sensitive situations are essential to meeting expectations of the job functions including the ability to work nights, weekends and holidays.
- Ability to understand and comply with City standards, safety rules and personnel policies.

- Ability to demonstrate solid judgment and the utmost level of confidentiality.

To Apply: Submit cover letter, resume and a City of Burlington Application to: Human Resources Department, 200 Church Street, Suite 102, Burlington, Vermont 05401 or email jobs@burlingtonvt.gov. To obtain an application or for more information about the City of Burlington, please see our website: www.burlingtonvt.gov/HR. The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.