



SPOKANE VALLEY CITY HALL

Communications Manager

THE COMMUNITY

Spokane Valley is the eighth largest city in Washington State with a current population of over 107,000 located on the eastern border of the state in the heart of the Inland Northwest. We pride ourselves on quality neighborhoods and schools along with strong business and retail centers. Friendly people, natural surroundings, and beautiful weather are part of what makes our community a favorite destination.

Residents find new neighbors to be friendly, talented, and happy to help at every step. Spokane Valley continues to be the place for shopping as much as it is the place to enjoy a family event in one of our many parks. It is the home of residents who bought their first house as well as those who have discovered the amenities and unspoiled views that define the City today.

The City incorporated in 2003 and encompasses approximately 38.5 square miles of land area, with room for residential, commercial and industrial expansion. Spokane Valley has become a diverse and multifaceted modern City striving to balance both reverence for the natural landscape and view growth through the lens of sustainability. Spokane Valley's history is filled with people who shared a vision of the community unlike others and the City continues to welcome new residents and visitors alike. It also supports the businesses that serve and entertain people from across the region to enjoy sports, boating, camping, and year-round events. The City provides opportunities for a better life, along with the promise of something more.

THE ORGANIZATION

The City operates under a Council-Manager form of government. The seven-member City Council is elected at large, and members serve staggered four-year terms. The City Council elects a Mayor from the Council to serve two-year terms. The City employs just over 105 FTEs across nine departments. The Communications Manager reports to the City Services Administrator.



THE POSITION

The Communications Manager Serves as the primary spokesperson for the City and responds to news media requests for information, interviews, and provides City perspectives and opinions. Assists City departments and City Council, and others when responding to the media and the public on various issues.

Develops and implements plans and strategies to communicate City activities to the public. Develops effective public outreach and engagement strategies approved by the City Manager in coordination with Council Members in an effort to generate broad and meaningful public input and support on Council plans and initiatives. Oversees the implementation of both internal and external communication strategies.

Publicizes and promotes programs using a multi-media approach, including new, emerging and trending media platforms. Develops, implements, and monitors the City's graphic standards and branding and supervises and approves the type, design and content of City publications.

Organizes and facilitates media events, press releases and conferences, and special events, state of the City addresses, and ribbon cutting and ground breaking ceremonies. Prepares speeches and scripts for City Manager and City Council.

THE POSITION

The Communications Manager works directly with The City Manager, Department Heads, Mayor and Council and provides key support and assistance to City staff in implementation of the City's communication strategies.

This position works with all City departments and has considerable contact with local media organizations, elected officials and the general public.

THE IDEAL CANDIDATE

The City of Spokane Valley is seeking an experienced senior level communications professional with demonstrated experience in the development and implementation of enterprise-wide initiatives to inform the public of organizational activities. The position requires an individual with excellent oral and written communication skills who is accessible, adaptable, and committed to team goals.

The successful candidate is self-motivated, resourceful and solution oriented, has strong interpersonal skills and maintains a customer service mindset.

The candidate will have the ability to manage multiple projects, establish strong relationships in the community, develop improvements in policies and procedures and recommend goals, objectives, and practices.

Spokane Valley has established a strong work culture of high performance through programs that have made Spokane Valley unique in its service delivery. In keeping with this framework, the ideal candidate will Share our culture and continue our history of reflecting the values of the community.

A key value of the City is customer service. This position requires considerable knowledge, ability, and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to greet and respond to customers in a friendly, pleasant, and professional manner using appropriate inflection, grammar, and syntax; the ability to establish and maintain effective working relationships with employees, supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.



QUALIFICATIONS

The Communications Manager requires graduation from a four-year college or university with a degree in Business, English, Journalism, Advertising, Marketing, Communication, Political Science, Public Relations or related field; and, five years of progressively responsible experience in Communications, Journalism, and/or related fields, including a minimum of two years of supervisory experience. An equivalent combination of related education and experience may be considered.

Qualified candidates will have Thorough knowledge of government and community processes and structures; and a wide array of traditional and innovative media; working

knowledge of the principles and practices of office management, work organization and supervision; experience in modern and complex principles and practices of public administration, and extensive knowledge of office practices and procedures.



COMPENSATION

The annual salary for the Communications Manager is dependent on the qualifications of the candidate selected. The full salary range is in Grade 18 and is \$8,064 to \$12,207 per month.

The City also offers a generous benefits package including:

Health Benefits (medical/dental) – The City offers both PPO and HMO medical insurance plans through the Association of Washington Cities. The City covers the majority of medical premiums with an employee cost share. Dental, Vision, Long-Term Disability, Life, and HRA plans are also provided.

Retirement Benefits – The City covers employees through the State of Washington Department of Retirement Services PERS with two plan options.

FICA Replacement – The City does not participate in Social Security, rather it offers a 401A FICA replacement plan where the City and employee contribute the same amount as Social Security (6.2%).

Leave Accrual – The City offers generous vacation and sick leave plans and a compressed work schedule option.

Holidays – The City provides 11 paid holidays per year.

TO APPLY

If you are interested in this outstanding opportunity, please submit a complete City application, résumé, cover letter, and list of five work-related references (name and phone number) through the City's [online application system](#).

APPLICATION DEADLINE:

Apply Immediately. Posted August 29, 2023.

Application materials will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews. If you have any questions, please do not hesitate to contact our Human Resources Office at: 509-720-5251.

