

JOB TITLE

Senior Advisor to the Mayor/Director of Communications – Department of General Government – Office of the Mayor

DEFINITION

The Senior Advisor to the Mayor/Director of Communications directs the development, coordination and evaluation of the City's communications, marketing and public relations program. Work is performed under the general supervision of the Mayor and Chief of Staff. This is a management, FLSA-exempt position.

EQUIPMENT/JOB LOCATION

Work is typically performed at the Rev. Dr. Martin Luther King Jr. City Government Center and the adjacent McCormick Public Services Center. Work involves the use of various machines such as personal computer and printer, copy machine, fax machine, telephones, video cameras, audio recorders, digital cameras and printers and other technological devices as necessary or required. Duties are typically performed weekdays from 8:00 a.m. to 5:00 p.m.; however this position requires twenty-four hour a day availability, evening, weekend and occasional holiday duties.

ESSENTIAL FUNCTIONS

Prepares and transmits information through various mediums to news media to achieve public understanding and support. Applies tact and discretion in divulging highly sensitive information. Determines appropriate media and prepares and assembles materials for presentation. Works with City government officials and employees, City agencies, other government bodies and the public to develop information for release to the general public and news media. Directs the development, coordination, evaluation and maintenance of a program which informs the public, builds constituencies, establishes communications, continually gathers information, analyzes public attitudes and fosters a good relationship between the City and the Community it serves. Maintains an awareness of national, state and local legislation and events and evaluates the effect on the City. Periodically examines programs to monitor the results. Prepares and distributes materials such as news releases, pamphlets, letters and related information. Prepares Proclamations, speeches, greeting letters and other materials as necessary, and works closely with the Mayor in planning and scheduling special events and other administrative duties. Assists in planning, creating and placing publicity material, holding press functions and providing answers to news media and public inquiries.

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ESSENTIAL FUNCTIONS (Cont'd)

Develops an ongoing marketing strategy and program that will support and foster the goals of the City of Harrisburg. Position may on occasion require the physical set-up of staging, podium, sound systems, video cameras, etc.

Represents the Mayor at public hearings, conferences and meetings, at her direction, and carries out special projects as assigned by the Mayor. Also, maintains regular, punctual and predictable attendance on weekdays, is available on an around the clock basis, and also is available for evening, weekend and holiday duties as necessary. Reports to work and remains at work in a productive condition which includes not being under the influence or impaired by the use of alcohol or drugs. Establishes and maintains an effective working relationship with supervisors, co-workers and the general public. Completes all assignments in an efficient, consistent and timely manner.

NON-ESSENTIAL FUNCTIONS:

Assists other mayoral and City staff in the performance of normal office duties as required.

REQUIRED KNOWLEDGE AND ABILITIES:

Ability to write clear and concise news releases, speeches, reports, memoranda, proclamations, greeting letters, emails, directives and other materials

Ability to speak clearly and accurately in provision of public and other information

Ability to discern and collect newsworthy materials

Ability to exercise good judgment, courtesy and tact in dealing with the public and news media so as to present the City, Mayor and other City officials in a positive light

Ability to communicate effectively under strict deadlines

Ability to maintain extreme confidentiality

Comprehensive knowledge of principles and practices of government organization and public administration

Proficient in the operation of personal computing equipment, audio and video equipment, radios, cell phones, fax machines, digital cameras and other equipment

Thorough knowledge of the English language
Thorough knowledge of marketing, advertising and information distribution systems and practices
Thorough knowledge of all media used in public relations with ability to plan and prepare exhibits

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REQUIRED KNOWLEDGE AND ABILITIES (Cont'd)

Thorough knowledge of Microsoft Word, Windows, Outlook and other personal computing operating systems
Excellent knowledge of all forms of media operations, scheduling, practices and trends
Excellent self-initiative in the performance of professional duties
Excellent human relations and diplomatic skills

QUALIFICATIONS:

Bachelor's degree from an accredited college or university in communications, business or public administration **or** a minimum of three (3) years work experience in a combination of areas including public relations, marketing, advertising, communications, broadcast arts, journalism, political science and graphic arts. Experience working with elected officials preferred.

Valid Pennsylvania Drivers License, Class C

