

CLASS SPECIFICATION

EMERGENCY COORDINATION CENTER COMMUNICATIONS CHIEF

PAY GRADE: 57

CLASS CODE: 30003558

EFFECTIVE: May 12, 2021

CLASSIFICATION SUMMARY

Reports to a Director, Manager or other management-level position. Under general direction, the Emergency Coordination Center (ECC) Communications Chief is the Section Chief of the Joint Information Center (JIC) at the Emergency Coordination Center. The Communications Chief oversees all JIC operations and activities, supervises and coaches JIC staff, and works in close partnership with the JIC Manager to ensure the JIC meets its goals and objectives.

DISTINGUISHING CHARACTERISTICS

This standalone classification is distinguished from other classifications by the responsibility for planning and overseeing operations of the Joint Information Center of the Emergency Coordination Center.

ESSENTIAL FUNCTIONS

Depending on the assignment, the incumbent may perform a combination of some or all of the following duties, and perform related duties as assigned.

General Duties:

1. Oversees execution of Joint Information System (JIS) communication objectives; develops the JIC work plan for review and approval of Command Staff.
2. Oversees JIC Section staff and ensures staff meet/maintain required training per City, State and Federal standards; ensures JIC Section staff follow health and safety requirements.
3. Creates, reviews and/or approves public messaging (from staff and elected leaders), media releases, social media messages, website updates and other internal and external communication platforms.
4. Makes recommendations on policies related to public information and media strategies needed as part of the incident response; writes new procedures and updates existing procedures for the JIC as needed.
5. Consults on proposed policies and procedures created by other sections at the ECC, other City bureaus, and regional partner agencies.
6. Collaborates with the Equity Officer to ensure public messages meet equity standards.
7. Collaborates with media partners, Mayor's office, ECC divisions and City Bureaus.

8. Communicates with other City PIOs to ensure effective coordination.
9. Reviews and approves gathering and disseminating of information during an incident.
10. Oversees JIC Section meetings to review incident goals and tasks.
11. Submits JIC Daily Update to Emergency Coordination Center (ECC) Manager and PBEM Director.
12. Submits SitStat report to the Planning Section.
13. Creates ICS 202 Incident Objectives.
14. Develops media/social media content briefings to be presented to the ECC Manager and PBEM Director for all city incident responses.
15. Obtains approval for information release from ECC Manager/Incident to ensure no conflicting information is released.
16. Completes trainings as outlined by the Task Book.

SUPERVISION RECEIVED AND EXERCISED

The work of this class is performed under general direction and oversight by a Manager or other management-level position.

This classification may supervise employees and/or may lead staff on assigned programs, projects, and functions.

KNOWLEDGE/SKILLS/ABILITIES REQUIRED

1. Knowledge of principles and practices of project management.
2. Knowledge of social media, website management, and emergency information.
3. Skill in critical thinking and problem-solving, and making recommendations on complex community and intergovernmental relations, community relations, media relations, community outreach, and public affairs issues and strategies.
4. Skill in developing and building teams in response to needs/requests.
5. Skill in communicating clearly, logically, and persuasively, both verbally and in writing; preparing concise and comprehensive reports, correspondence, and other documents.
6. Able to communicate effectively, both verbally and in writing; present information clearly and persuasively to the media and in public settings; prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials
7. Able to develop relationships with media professionals, Bureau/Office personnel, elected officials and their staff, and key community stakeholders.
8. Able to exercise tact, diplomacy, and discretion in dealing with highly sensitive, complex, confidential, and controversial issues and situations.
9. Able to work collaboratively.
10. Able to understand City documentation and archive requirements.
11. Able to report all activities and projects in timely manner.
12. Able to prioritize projects and tasks to meet city and public needs.

13. Able to respond quickly in high pressure and stressful environments.
14. Ability to learn City rules, ordinances, policies, and procedures related to area of assignment.
15. Able to analyze complex or technical issues and problems, evaluate alternatives, and recommend policies, strategies, and effective courses of action.
16. Able to utilize City-specific technology and general office software.
17. Able to analyze, interpret, explain, and apply relevant laws, regulations, ordinances, policies, and procedures.
18. Able to establish and maintain effective working relationships with Bureau/Office managers and staff, representatives of other governmental agencies, the public, and others encountered in the course of work.
19. Able to work with a multicultural workforce, promote an equitable workplace environment, and apply equitable program practices to diverse and complex City services.

MINIMUM QUALIFICATIONS REQUIRED

Any combination of education and experience that is equivalent to the following minimum qualifications is acceptable.

Education/Training: Bachelor's degree from an accredited college or university with major course work in communications, journalism, marketing or related field;

AND

Experience: Two (2) years of progressively responsible communications, media relations, public relations and/or marketing experience in a complex organization

OR

Equivalent combination of training and experience.

Bargaining Unit: Nonrepresented

FLSA Status: Exempt

HISTORY

Revision Dates: