



Classification Description

OUR VISION:

To be the acknowledged leader in public assembly venue management in the region

OUR MISSION:

To enhance the livability and economic vitality of the metropolitan region through sound stewardship, expert management and creative development of the region's public assembly venues

OUR VALUES:

Respect ~ Excellence ~ Teamwork ~ Innovation ~ Community

Job Title	Public Affairs Manager	Bargaining Unit	Non-represented
Functional Job Family	Public Affairs	Classification #	8027
FLSA	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Salary Grade #	325
Position Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	Revision Date	March 2007

Summary:

Develop, direct, and manage the public affairs and communications department to support Metropolitan Exposition Recreation Commission's (MERC) mission, strategic goals, and enterprise business activity. Direct and manage government affairs, community affairs, media relations and public relations programs. Act as senior management team member.

Reasonable Accommodations:

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation.

Essential Functions:

- Direct and manage strategic business planning to support MERC's mission and agency goals.
- Develop and implement strategies, plans and campaigns to manage organizational, commission and community issues and achieve organizational goals.
- Provide public relations leadership, consulting and management services to MERC facilities and departments; direct and manage internal communication to facilitate understanding of MERC's values, goals, and achievements.
- Direct and manage public and government affairs program to support MERC's mission and leadership in public venue development and management.
- Act as MERC liaison in public, community, business, and industry setting.
- Direct and manage public and media relations programs to support enterprise business activity and promote the value of MERC venues.
- Direct and manage external communication to inform and promote awareness of MERC, including development and implementation of print, broadcast, and web media.



Secondary Functions:

- Conduct research and analysis of industry issues and trends; provide administrative reports and policy recommendations based on result of analyses.
- Direct and manage outside contractors to provide maximum value for MERC programs and projects.
- Other duties which may be necessary or desirable to support the agency's success.

Supervisory Responsibilities:

This position functions primarily as a first-line supervisor, ensuring that subordinate staff have clear work direction and guidance. The incumbent is responsible to carry out the full spectrum of supervisory responsibilities in accordance with the agency's policies and applicable laws. Responsibilities include hiring and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Education and/or Experience; Certificates, Licenses, and Registrations:

- Bachelor's Degree in journalism, public relations, organizational communication, or related field, and
- A minimum of five (5) years of public relations experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

Necessary Knowledge, Skills and Abilities:

- Knowledge of the principles, practices, trends and ethics related to public affairs and communications programs.
- Knowledge of legal requirements, regulations, and laws applicable to program area.
- Knowledge of current news media operations, news trends and the professional standards used by media personnel and agencies.
- Knowledge of government structures, functions and programs.
- Knowledge of modern business and mass communication methods and technologies, including web-based communication tools.
- Skill in writing for various audiences, with the ability to modify writing style to accommodate various forms of communications and media.
- Skill in public speaking and presenting information and ideas to individuals and in group settings, including contentious settings.
- Skill in negotiations and persuading others.
- Ability to work effectively with information management systems, and adapt quickly to system changes and updates.
- Ability to prepare and present information and facts to the public, the agency and the media.
- Ability to recognize and evaluate various options and opportunities and determine the most effective course of action.
- Ability to establish and maintain effective, cooperative working relationships with those contacted in the course of work.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.



- Ability to perform responsible and difficult work involving the use of independent judgment and personal initiative.
- Ability to work various hours, including evening, weekends, and holidays.

Physical Demands / Work Environment:

- Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment.
- Continuously required to read computer screen; perform repetitive motions of hands and wrist; hear and/or respond to verbal/audio cues.
- Occasionally required to sit for extended periods of time.
- Rarely required to stand and/or walk for extended periods of time; lift, push, pull and/or carry objects up to 10 pounds; work in outdoor weather conditions.

“MERC believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Classification Description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent or MERC, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.”

APPROVED:

MERC General Manager

Date

MERC Human Resources Manager

Date