

# CLASSIFICATION ADDENDUM

## **Job Title:** Legislative and Public Affairs Manager

Classification Specification: Senior Manager/Program Manager

Barg Unit: NON

Pay Grade: D63

*This classification **addendum** further clarifies job specific duties and requirements of a job within a particular classification. Note: The classification specification document is to be referenced and this document utilized as the addendum (supplement). It is intended to provide additional information, where needed, and is not intended to provide an exhaustive list of duties and responsibilities; specific position assignments will vary depending on business needs.*

### **Essential Characteristics and Duties Addendum**

Under direction of the City Manager, the Legislative and Public Affairs Manager plans, organizes, manages and provides oversight for staff, programs and activities related to legislation and public affairs responsibilities including formulation, strategic development, implementation and evaluation of the City's legislative, public affairs, media relations and communications programs, projects, and activities; builds coalitions and maintains relationships between the City and community leaders, local, regional, state and federal representatives and agencies, advocacy organizations, the media, and the public to advance priorities and interests of the City; monitors, tracks and analyzes legislation affecting the City's programs, projects and activities; designs state and federal legislative platforms; organizes advocacy trips; plans, and implements regional forums; communicates information to the City Manager and Council; manages the City's branding, marketing, high profile materials, and outreach to increase awareness of programs, services and issues facing the community; manages planning and production of high-profile ceremonies and public events; utilizes community events and workshops to provide public information about programs, policies and activities; provides professional assistance to the City Manager in areas of expertise; participates as a member of the City Executive Team providing input on implementation of goals, policies, directives of the Council, project and program issues, policy and strategic direction. Performs related duties as assigned.

### **Qualifications Addendum**

*An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.*

#### **Training & Experience:**

- In the field of public relations, communications, public administration, journalism, or a related field. Experience working in public or governmental agencies preferred, and lobbying experience at a state level desirable.

#### **Licensing Requirements:**

- A valid Oregon driver's license at time of appointment.

#### **Knowledge:**

- Principles and practices of public relations, mass communications and marketing;
- Public Information activities including citizen involvement and media interaction;
- Theories of interpersonal relations and techniques; group facilitation methods and techniques;
- Government functions and the role of local government in the community; state and local laws and policies as they affect City operation.

### Essential Characteristics and Duties Addendum

- Journalism practices, techniques and style;
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**Skills:** *(Demonstrated skill in performing the following)*

- Effectively managing and facilitating partnerships;
- Testifying at regional, state, and federal hearings representing local and regional interests;
- Developing alternative recommendations and creative solutions to public relations issues;
- Responding to difficult and sensitive media and public inquiries and complaints;
- Preparing speeches, reports, testimonies, radio and television scripts, and other materials;
- Effective utilization of social media platforms, design and illustration software, and MS Office Suite;
- Developing, directing, and editing graphic and video productions.
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**Qualification For Grade Progression:** N/A

### Physical Requirements Addendum

Sedentary Work as defined in the classification specification. Further definition of the physical requirements of the position can be found in a job task analysis.

### Addendum History

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