



Communications Manager - RFA

Job Description

Salary Range: RFA M22 \$69,204 - \$84,300

Union Affiliation: None

FLSA: Exempt

Job Summary:

The Communications Manager is considered a working program manager, responsible for overseeing a highly visible and complex section within the Renton Regional Fire Authority. Responsible for developing, managing and implementing branding, strategic outreach, media relations, and communications of agency-wide initiatives for internal and external audiences, and overseeing the messaging of priorities and organizational programs. Manage assigned employee performance (promote, coach, mentor, and discipline); terminate in conjunction with a superior. Monitor and maintain a designated budget. Determine how to ensure strategic goals are implemented. Policy development, updates, interpretation, and administration.

Supervision:

Reports To: Director of Administration

Supervises: Assigned Staff

Job duties/responsibilities:

Essential Functions:

- Plan, organize and manage the Communications section within the RFA's Administration Division.
- Recruit, hire, train, recognize, promote, coach, mentor, develop, evaluate, and discipline the performance of assigned staff. Terminations handled in conjunction with a superior.
- Delegate/assign, prioritize, review, and ensure timely completion of duties of assigned staff.
- Assist in establishing and implementing outreach and recruitment strategies to ensure the RFA develops a diverse workforce that is representative of the community we serve.

- Prepare and control budgets, control and approve expenditures, monitor, prepare and submit periodic budget updates, and monitor assigned performance measures.
- Develop and ensure the success of a RFA-wide strategic communications plan that communicates to employees, residents, businesses and regional partners.
- Advise and coordinate with E-Team on strategic communications issues, including ways the RFA can be positively positioned and portrayed in the news media, social media, the community, and other government agencies and partners.
- Write and edit news releases and op-eds to advance RFA priorities.
- Cultivate relationships with members of the media, including reporters, journalists, bloggers and other media outlets, and understand the interest of each contact.
- Assist in writing speeches and talking points for elected and E-Team officials.
- Lead the strategy, implementation and ongoing management and maintenance of the RRFA's website and collaborate as needed with RFA staff members.
- Partner with internal and external content managers, editors, designers, developers, and other staff to ensure sites meet RFA needs, align with the brand strategy platform, and meet RFA web standards.
- Market and present web/digital strategies to diverse audiences, manage multiple projects and maintain schedules and budgets.
- Develop and implement marketing and communications strategic plans and recommend new communication methodologies that leverage social media, digital, and multi-media activities.
- Work with the communications e-Team and other RFA staff to assess and respond to crisis and emergency situations, and implement, enforce and continually evaluate communications policies, protocols and guidelines.
- Respond quickly and appropriately to inquiries from citizens, the media, and other external customers regarding all areas of communications.
- Remain current with relevant technological advancements as it relates to field.
- Maintain regular, reliable, and punctual attendance, work evening and/or weekend hours as assigned, and travel as required.

Education, experience, and license requirements:

- Bachelor's degree in communication, public relations, public administration, marketing, journalism, or related field.
- Five years of increasingly responsible experience in public relations, marketing, and/or communications.
- Or a combination of nine years of relevant education and experience.
- Two years management experience.
- Public relations experience using print, the web, and/or other resources.
- Professional services contract negotiations and management experience.
- Experience implementing and managing internal and external websites.
- Public sector experience.

Knowledge, skills, and abilities requirements:

- Oral communication and presentation skills.
- Written communication skills, ensuring correct grammar, spelling, punctuation and vocabulary.
- Technical writing skills.
- Interpersonal skills using tact, patience, and courtesy.
- Effective, professional, and positive interactions with difficult individuals.
- Understand and follow direction given.
- Meet schedules and deadlines.
- Report preparation and distribution skills.
- Budget development and control skills.
- Research and analytical skills.
- Decision-making skills.
- Conflict resolution and problem-solving skills.
- Leadership skills.
- Detail-oriented, organization, and creative skills.
- Ability to:
 - Compose, proofread, and edit correspondence.
 - Work independently.
 - Negotiate viable solutions under a variety of circumstances.
- Knowledge of:
 - WordPress
 - Sharepoint
 - Adobe Creative Suite
 - Social Media Applications (Facebook, LinkedIn, Twitter, etc.)
 - Microsoft Word, Outlook, Publisher, and PowerPoint

Work environment/physical demands:

The following represent the physical demands that must be met to successfully perform the essential functions of this job:

- Work is performed in a typical office environment and involves moving throughout the facility and community.
- Driving required.
- Constantly operate a computer and other office equipment.
- Frequent communication with RRFA employees and customers.
- Night meetings required.
- Move items weighing up to 20 pounds on occasion.
- Noise level is moderately quiet.

Renton Regional Fire Authority

Employee Benefits Non-Affiliated Positions



Medical/Dental/Vision Insurance

- Employees are offered a medical/vision coverage through Regence.
- HRA- Voluntary Employee Beneficiary Association Plan is a tax-free savings account funded by the RRFA to assist with costs not paid by the medical, dental and vision portion of the benefit. The RRFA contributes \$2000 for a single person or \$4000 for a family annually.
- The dental insurance plan covers services such as regular checkups, x-rays, fillings and crowns to an annual maximum of \$2,000. Orthodontia coverage is also provided.

Deferred Compensation Program

- The RRFA contributes 4% of the employee's base wage rate into a deferred compensation retirement plan.
- Employees may also set aside a percentage of their earnings on a tax-deferred basis.

Retirement Plan

- Employees are enrolled in the State of Washington Department of Retirement Systems Plan (PERS).
- Both the employee and employer contribute to the plan.

Life Insurance

- A group term life insurance policy is provided to each employee at a value equivalent to the annual salary, up to \$200,000.
- Each eligible dependent is also provided with a \$1,000 policy. There is no cost to the employee.
- Supplemental insurance is available for employees and their dependents at group rates.

Long Term Disability Protection

- Many employees are provided with a long term disability policy up to the equivalent of 60% of their salary.

Flexible Benefits

- The RRFA offers employees the opportunity to open two separate tax-free accounts through salary reduction. One account is to pay for expenses not covered by health insurance and the other account is for child care costs.

Vacation

- Employees accrue vacation beginning with the first day of employment as follows: 12 days per year (0-5 years); 18 days per year (6-10 years); 21 days per year (11-15 years); 24 days per year (16-20 years); and 27 days per year (21+ years).
- Employees may access their vacation after six months of employment.
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Sick Leave

- Upon employment, the employee receives a sick leave bank of 24 hours, with an additional 24 hours awarded after three months.
- Thereafter, sick leave accrues at the rate of four hours each pay period.

Employee Assistance Program

- A confidential counseling assessment and referral service is available without cost to employees and family members for help with personal, family or job-related problems.

Paydays

- The RRFA pays employees on the tenth and the twenty-fifth of each month (24 pay periods each year).

Holidays

- The RRFA recognizes ten holidays and offers two "personal" holidays each calendar year for most employees, unless otherwise specified in a labor contract.

Management Leave

- All non-represented employees that are non-overtime eligible shall be given a management leave bank of 56 hours.
- Non-accruable management leave is to be used within the calendar year that it is credited to employee's leave bank.
- Management leave may not be "rolled over" from one year to the next.

Casual Dress Code

- Employees may dress casually, subject to minimum standards outlined in SOP.