FLSA: Exempt*

Communications and Creative Arts Administrator

SUMMARY

The Communications and Creative Arts Administrator is appointed by and serves at the pleasure of the Town Manager. Under general direction of the Town Manager, plans, organizes, directs, and oversees the Town's comprehensive communications, public information, media relations, marketing, branding, community engagement, and creative arts programs. Serves as the Town's official Public Information Officer (PIO) and principal communications advisor to the Town Manager and Town Council.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Town Manager. Exercises direct and indirect supervision over supervisory, professional, technical, and administrative support staff.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities* ***may*** *include, but are not limited to, the following:*

- Plans, organizes, directs, and evaluates the activities and operations of the Communications and Creative Arts Division, including strategic communications, public information, media relations, digital communications, marketing, branding, community engagement, and creative arts programs.
- Serves as the Town's designated Public Information Officer and official spokesperson; develops and implements strategic communications, public information, and media relations programs that promote transparency, public trust, and Town priorities.
- Provides strategic communications counsel to the Town Manager, Town Council, and executive leadership regarding public information, community relations, crisis communications, emerging issues, and sensitive or high-profile matters.
- Develops and oversees communication strategies, branding initiatives, marketing campaigns, publications, multimedia content, speeches, presentations, and public outreach efforts to ensure consistent messaging and enhance the Town's identity and reputation.
- Directs the Town's digital communications strategy, including oversight of the Town website, social media platforms, digital content, online engagement, accessibility compliance, and reputation management.
- Coordinates with Town departments to develop and implement communication strategies, public outreach initiatives, marketing efforts, and community engagement activities that support organizational goals and ensure consistent messaging across the organization.
- Develops and implements emergency and crisis communication plans; serves as the Public Information Officer during emergency operations and coordinates timely, accurate, and effective public information during incidents and disasters.

- Develops, administers, and promotes the Town's creative arts and public art programs, including public art initiatives, exhibitions, placemaking projects, artist partnerships, and community engagement activities that enhance quality of life and community identity.
- Represents the Town before residents, media representatives, governmental agencies, community organizations, business groups, educational institutions, and other stakeholders; establishes and maintains collaborative partnerships.
- Plans, organizes, assigns, supervises, trains, mentors, and evaluates assigned staff; provides opportunities for professional development and implements corrective or disciplinary actions, as necessary.
- Develops department goals, objectives, policies, procedures, work plans, performance measures, and budgets; monitors expenditures and ensures effective and efficient use of resources.
- Administers consultant agreements, professional service contracts, and grant-funded projects; monitors compliance with applicable laws, regulations, and Town policies.
- Monitors industry trends, legislation, emerging technologies, and best practices related to communications, digital media, public engagement, and creative arts; recommends and implements operational improvements.
- Responds to inquiries, complaints, and requests from elected officials, employees, residents, media representatives, and community stakeholders.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This executive management classification oversees and directs the Town's Public Information and Creative Arts functions. Serving as the Town's designated Public Information Officer and official spokesperson, the incumbent is responsible for providing strategic leadership in communications, media relations, marketing, branding, digital communications, community engagement, and creative arts initiatives. The position exercises a high degree of independent judgment and initiative and provides policy-level recommendations to executive leadership and the Town Council on complex communications, public engagement, and creative arts matters. The incumbent is accountable for advancing Town priorities through strategic communications, crisis and emergency messaging, community outreach, stakeholder engagement, and creative arts programming that promote transparency, civic pride, economic vitality, and public trust. This position provides complex and sensitive professional support to executive leadership, represents the Town before the public, media, community organizations, and governmental agencies, and is responsible for protecting and enhancing the Town's identity, reputation, and public image.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:

Requires a Bachelor's degree from an accredited college or university in communications, public relations, journalism, marketing, public administration, or a closely related field, and five (5) years of progressively responsible professional experience in communications, public information, public relations, marketing, or a closely related field, including two (2) years of supervisory or management experience.

LICENSE AND CERTIFICATION REQUIREMENTS

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

Knowledge of:

- Principles and practices of public information administration, strategic communications, public relations, media relations, and marketing.
- Crisis communications, emergency management communications, and public information operations.
- Public engagement, community outreach, stakeholder relations, and reputation management.
- Creative arts programming, arts management, placemaking, and creative community development.
- Local government organization, administration, and public policy development.
- Budget preparation, administration, and fiscal management.
- Principles of employee supervision, leadership, training, performance management, and organizational development.
- Website administration, digital communications, social media management, and accessibility requirements.
- Photography, videography, multimedia production, graphic design, and content creation.
- Adobe Creative Suite and other industry-standard communications software.
- Applicable federal, state, and local laws, regulations, and ethical standards.
- FEMA, NIMS, SEMS, ICS, and emergency public information principles.
- English usage, grammar, spelling, composition, and professional writing techniques.

Ability to:

- Serve effectively as the Town's official spokesperson and Public Information Officer.
- Develop and execute comprehensive strategic communications programs.
- Oversee public arts and creative arts initiatives involving diverse stakeholder interests.
- Analyze complex issues and develop effective communication strategies.
- Communicate clearly and persuasively in both written and oral formats.
- Prepare high-quality reports, presentations, speeches, and correspondence.
- Plan, organize, supervise, and evaluate the work of assigned staff.
- Build and maintain collaborative relationships with elected officials, media representatives, community leaders, and the public.
- Manage multiple projects simultaneously while meeting deadlines and budget requirements.
- Exercise sound independent judgment and political acumen.
- Effectively communicate during emergencies and rapidly changing situations.
- Represent the Town professionally before public and private organizations.
- Utilize technology and data analytics to improve organizational effectiveness.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Must possess mobility to work in a standard office environment and use standard office equipment, including a computer; operate a motor vehicle; and travel to various work, meeting, and event locations. Must be able to communicate effectively in person, virtually, and by telephone. Duties require occasional standing, walking, bending, stooping, reaching, and lifting materials necessary to perform assigned responsibilities.

Work is performed primarily in an office environment with occasional attendance at community events, construction sites, outdoor facilities, public meetings, and emergency operations centers. Incumbent may be exposed to varying weather conditions, elevated noise levels, and stressful situations requiring rapid decision-making and public communication. Must be available to attend evening and weekend meetings, special events, and emergency response operations. May be required to work extended or irregular hours during emergencies, special events, or critical incidents.

**FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*