



## City of Gulfport, Mississippi Job Description

### Community Relations Supervisor (CRS)

Department: 111 – Executive, Office of Community and Marketing

EEO Category: Professional

Date Revised:

FLSA Status: Exempt

Date Approved: 10 1 2021

#### **Position Overview**

Under supervision and direction of the Manager of Communications and Marketing, the Community Relations Supervisor works within the Office of Communications and Marketing. Among other things, the principal duties of this position include overseeing the day-to-day interactions between the City of Gulfport and its community partners; assisting in the development, maintenance, and expansion of relationships with community organizations, leaders and representatives; supporting the City's marketing initiatives and can be called on to represent the City at events; implementing and fostering outreach programs; organizing events and creating and planning programs that engage and support the community in support of the City's community and marketing initiatives; and assisting with the organization of events of community partners. The community partners are entities in which the City of Gulfport has agreed to develop and maintain relationships with in order to improve the quality of life in the City. The Community Relations Supervisor is also responsible for identifying systems of measures for all partnerships so that effectiveness can be identified and improvements can be made. The position is tasked with assisting the Office of Communications and Marketing with tasks and projects as needed.

#### **Essential Job Functions**

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

- Identifies needs of the City population as it relates to quality of life.
- Identifies resources to address the needs of the population of the City of Gulfport.
- Develops relationship models with individual or multiple resource entities that lead to the benefit of the population of the City.
- Makes recommendations to the City leadership as to ways of improving the quality of life for citizens of the City.
- Designs and maintains databases, i.e., mailing lists, association and organizational lists, etc.
- As needed or directed, serves as liaison to the general public, community leaders and community groups.
- Builds and maintains relationships with members of the community and community partners.
- Develops and promote community relations opportunities.
- Attend meetings of community-based and neighborhood associations, chambers of commerce, and other key partners and associations in the City of Gulfport.
- Plans, develops, implements, and organizes events and to advance the mission, goals, and marketing initiatives of the City.
- Works with all departments to develop community relations plans and promotes news and ongoing and new initiatives in their respective areas.
- Uses social media to coordinate community relations.

- Coordinates employee and volunteer efforts to support employee engagement.
- Serves as key point of contact for local community-based organizations, schools, etc. and initiates and supports opportunities for them to be engaged in the community in a positive light.
- As needed, responds to inquiries from community members and other interested parties and, as needed, recruits knowledgeable spokespersons or information sources to assist.
- As needed, represents the City at various civic functions, civic and community organizations.
- Confers with and advises city officials concerning community relations and related matters.
- Plans, coordinates, and executes special events attendant to duties and responsibilities set forth herein.
- Works as a team member within the Office of Communications and Marketing and performs other related duties as assigned.

**Knowledge, Skills and Abilities**

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

- Ability to communicate effectively, verbally and in writing, and to make effective presentations to professional groups and to the public. Excellent verbal and written communication skills and exceptional knowledge and use of proper grammar and proficiency in writing and giving oral presentations
- Superior interpersonal skills and ability to work extremely well as part of a team.
- Considerable skill in developing and maintaining working relationships.
- Strong understanding of the local community, market geography, and dynamics as well as strong understanding of the local non-profit community.
- Must be highly proficient in use of personal computer software programs, to include, but not be limited to, Microsoft Word, Excel, Power Point and Outlook, and electronic equipment and proficient use of social media and various related media platforms.
- Considerable knowledge of the practices and problems in the field of community relations.
- Knowledge of mass communication methods and practices.
- Ability to express ideas effectively orally and in writing.
- Ability to establish and maintain harmonious and effective working and professional relationships with public and private officials, members of the media and the public as well as with other employees, officials, and supervisors.
- Knowledge of community relations and public participation principles and practices
- Ability to evaluate the cost of a program and analyze and compare it to the benefits for the organization.
- Ability to develop plans and coordinate projects.
- Ability to leverage social media to drive and promote brand awareness and the City's marketing initiatives, mission, and goals.
- Ability to develop and maintain relationships with members of the community, community organizations and employees.
- Ability to work well under pressure and manage sensitive or controversial subjects with tact, kindness, and professionalism.

- Ability to perform work in an environment with frequent interruptions and irregularities in the work schedule and working hours may vary and occasionally involve work in the evenings and on weekends.
- Ability to work with diverse academic, cultural and ethnic backgrounds.

**Education and Experience**

A bachelor's degree in journalism, public relations, mass media communications, public affairs or a related field and a minimum of three (3) to five (5) years of administrative experience in public and/or community relations. Other combinations of experience and education that meet the minimum requirements may be substituted.

**Licenses or Certificates**

Must possess a valid Mississippi driver's license.

**Physical Demands and Working Conditions**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include occasional lifting/carrying of 10 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are inside an office environment or outside during events.