



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: DIRECTOR OF COMMUNICATIONS

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0585

PAY RANGE CODE: 12.3 MC **REVISION DATE:** 2/4/16

NATURE OF WORK:

The work of this classification involves managing all segments of the Omaha Convention and Visitors Bureau (OCVB) communications and public relations programs. This position plays a key leadership role in managing staff in all department communications efforts and researching and implementing new program initiatives on behalf of the destination. This position is focused on generating national and international editorial coverage of the Omaha metro area through work with convention trade and travel media. In addition, this position develops new programs and generates local press coverage of OCVB's key messages.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Leads Communication division efforts to create positive community loyalty for OCVB and the tourism industry through local and regional media.

Develops awareness program; contacts travel writers, editors, and related media associates and solicits editorial coverage promoting Omaha as a meeting, convention, and leisure travel destination.

Maintains an active database of travel writers, editors, and media associates based on specific interests and key publications.

Maintains and expands press materials and fulfills press requests for information, story ideas, and photos.

Maintains database of media outlets for convention trade, travel, feature and news releases.

Writes and edits press releases and editorial copy for a variety of OCVB publications; writes copy for visitors guide, calendars, facilities guides and niche brochures; acts as coordinator to maintain deadlines and continuity on OCVB's publication projects.

Plans and directs domestic and international media visits, press blitzes, tours, and sales missions.

Controls distribution of photos to appropriate publications and obtains and files all signed release forms. Determines future photo needs and directs photographers to enhance OCVB's photo portfolio.

Develops itineraries for national travel writers based upon assigned stories.

Plans and executes travel/trade media familiarization trips.

Networks with local media and develops stories which position OCVB, meetings, conventions, events, and leisure tourism as economic drivers in Omaha.

Educates local organizations about OCVB's efforts on a regional level.

Maintains monthly earned media equivalency reports on all public relations as well as online, electronic, and traditional media.

Maintains files of all published stories generated by OCVB regarding the region as a destination.

Reaches a predetermined goal in advertising equivalency in convention trade, leisure travel, and local media.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of Associated Press (AP) Style.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in writing including grammar usage, spelling, punctuation, vocabulary, and copy editing.

Skill in public speaking and giving professional presentations.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to identify, analyze and resolve problems.

Ability to conduct social media relations including coordinating events and creating interesting media content.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree

OR

Four (4) years of related professional experience in journalism, communications, marketing or public relations.

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):