

SANDY CITY
APPROVED CLASS SPECIFICATION

I. Position Title: Communications Director - City Council

Revision Date: 05/2026

EEO Category: Professional

Status: Exempt

Control No: 20158

II. Summary Statement of Overall Purpose/Goal of Position:

An appointed position under the general direction of the City Council Executive Director, performs highly responsible communications, staff, and administrative work. Represents the City Council in a variety of settings and maintains effective working relationships with elected officials, staff, media representatives, and the general public. Supervises and performs a wide range of projects related to communications strategy, media relations, crisis communications, marketing, branding, digital and print content development, and public information.

III. Essential Duties:

Communications Management and Creative Direction

- Collaborate with members of the City Council, council staff, department heads, and the city communications team to manage communications on behalf of the City Council.
- Develop and maintain positive relationships with the city council, city administration, and members of the public.
- Translate Council priorities and legislative actions into proactive communications initiatives and high-impact public narratives
- Develop, update, and execute a Communications Strategic Plan for the legislative branch.
- Recommend and implement project-specific communication plans while developing and maintaining the City Council Office's overarching communication policies, practices, and workflows.
- Provide regular communications training to the Council, including media/press training and social media training.

Media Relations

- Manage City Council media requests and set information sharing strategy; schedule interviews, gather information and prepare support materials for Council Members.
- Serve as the communications strategist to Council Members and Council Staff, providing rapid response, guidance on communications, media, and crisis management strategies, including but not limited to writing articles, speeches, and other official statements for the Council Office.
- Draft and distribute City Council press releases, news advisories, official statements, and other press material.
- Review daily news outlets, compiling and forwarding pertinent articles to the Council and Council Staff.
- Serve as the primary media contact and Public Information Officer for the legislative branch. Work with the media as a resource in obtaining and disseminating information; set up meetings with members of the media to discuss Council goals and initiatives; develop and maintain good working relationships with local news organizations.

Constituent Services

- Manage all Council Office constituent correspondence and public input across mail, phone, email, and social media platforms, ensuring timely dissemination and response.
- Manage stakeholder and citizen communication by maintaining targeted distribution lists and preparing presentations to communicate Council initiatives and project-specific information.
- Coordinate with the Council Outreach Manager in the design and organization of events designed to allow Council members to interact with the public and other groups.

Communications Materials

- Oversee the development of all official City Council publications and documents.
- Produce and distribute diverse print and digital content - including reports, infographics, and web materials - while utilizing photography and videography to document Council events and initiatives
- Ensure all public documents created by the Council Office meet required accessibility standards.
- Maintain, manage, and create communications files, including photos, videos, graphics, and written material for the purpose of communicating council initiatives.
- Implement data research tools to gather public opinion and perceptions on key issues.

Social Media and Council Website

- Manage, monitor, and create content for the Council's social media accounts and the Council's website.
- Develop and implement novel social media initiatives to expand the City Council's digital reach and public impact.
- Advise City Council members regarding their individual social media channels.

City Council Meetings

- Advise on the design and organization of City Council meetings while ensuring all staff presentations and materials are meeting ready.
- Oversee the technical operation of Council meetings, including the setup and management of audio-visual equipment and the administration of Zoom Webinar recordings

IV. Miscellaneous Duties:

- May represent the Council on various technical committees, stakeholder groups, and steering committees.
- Participate in the management of the Sandy City Youth Council.
- Perform research and other analysis as requested by the City Council Executive Director.
- Perform other duties as assigned.

V. Qualifications:

Education: Requires a bachelor's degree in communications, public relations, media communications, journalism, graphic design or closely related field. Master's degree preferred.

Experience: Requires 5 years of related experience in communications or related field. May substitute an equivalent combination of education and experience.

Certificates/Licenses: Requires a valid Utah driver's license.

Probationary Period: Not applicable. This is an appointed position exempt from the protections described in Utah Code Ann. Section 10-3-1105(1)(a).

Knowledge of: Professional writing and composition, operation of photo and video camera equipment, computer software including word processing and desktop publishing, major video editing software, and Zoom Webinars. Preference given to candidates with some background public sector communications. Relevant design, graphics, and web publishing software; social media including Facebook, X, Instagram and YouTube; Current best practices in private and public communications sectors and public and media relations.

Responsibility for: Working directly and collaboratively with Council Members and Staff, with limited oversight, to create and manage City Council public relations and communications efforts; choosing the proper type of communication medium to present information to City Council, citizens, media outlets, and other affected persons or groups.

Communication Skills: Position requires strong written and verbal communication skills. Ability to professionally obtain and communicate information to the public and the media; regular and frequent contact with persons of high rank, requiring tact and judgement; requires well developed political instinct and sense of strategy and timing; contact with City management and the public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules; influencing others to obtain desired results; using sound judgement to avoid friction; communicating effectively verbally, graphically and in writing.

Tool, Machine, and Equipment Operation: Requires regular use of office equipment, including computer, telephone, copy machine, printer, photo and video equipment. Occasional use of personal or City vehicle.

Analytical Ability: Apply general problem solving and analytical principles to effectively deal with various situations; prioritize tasks. Ability to work independently with initiative, self-reliance, and dependability, while participating as a member of the City Council Staff. Work well under pressure and with impending deadlines; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations; ability to reassess projects and research in light of changing goals and priorities. Ability to work with and respond to diverse opinions in a political environment; Ability to carry-out assignments and messaging that may differ from personal opinion.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects or controls. Moderate physical exertion is present because of moderate stooping and kneeling required. Employee may sit or stand for long periods of time and may occasionally move up to 20 pounds. Employee frequently interacts with city employees, elected officials, and the public.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Moderate pressure and fatigue are present due to frequent exposure to stressful situations as a result of human behavior and frequent deadlines; evening and weekend work required; very frequent contact with employees and the public; near constant mental application; occasional exposure to inclement weather conditions visiting work places and work sites of employees, or attending offsite meetings.

The above statements are intended to describe the general nature and level of work being performed by the persons(s) assigned to this job. They are not intended to an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

PERSONNEL DEPT. APPROVED BY: _____ DATE: _____