



# Communications and Tourism Manager

City of Kenmore

## SUMMARY

This position manages and leads the communications, public information and tourism efforts that support the goals and programs of the City of Kenmore. Work involves overseeing all tools and platforms enlisted for the City's communications and used for public and media relations, internal and external communication, digital and print campaigns and publications, community education, outreach and engagement, and emergency communications. This position develops communications plans and policy, serves as an advisor to all departments, manages the City's website and social media presence, and ensures consistency in presenting City information to the public in a timely and effective manner. Because of the small number of City employees, each staff member is expected to perform a wide range of office and field duties as may be required from time to time.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

This position serves as a member of the City Manager's Office team, reporting to the Deputy City Manager. This position serves as the City's primary point of contact for all City communications, public and media relations and tourism activities. Below are the essential duties and responsibilities of the position.

Essential Duties and Responsibilities:

- Plans, leads, and organizes timely communication to accurately inform Kenmore residents of City issues, actions, services, emergency information, and important legislation.
- Serves as a key advisor to all City departments and assists in planning and executing communications and public relations efforts cross-departmentally.
- Manages the City's press and media relations strategy; builds relations with media and community leaders; issues press releases and responds to media inquiries.
- Manages production and distribution of City-wide communications including media releases, City Newsletters, social media, community engagement initiatives, digital and print media production, and other avenues to promote the City's image and effectively communicate City issues, actions, and services.
- Serves as website lead/administrator. Oversees the development and maintenance of the official City website and the host of the site by the contracted consultant. Leads the Website Team in troubleshooting issues, updating website content, and providing website training.

- Develops strategies and recommends new communications methods and enhancements to better achieve City goals, including fostering the organization's DEIA values.
- Hires and supervises communications staff and interns, as assigned.
- Creates and implements an annual communications plan that aligns with the strategic initiatives and values of the City and City Council.
- Markets City services to residents, community groups, and other external organizations.
- Organizes and maintains internal communications efforts. This includes leading the City's Expanded Leadership Team.
- Manages media relations/marketing/communications consultant contracts on an as-needed basis.
- Manages the City's tourism and marketing program, including the implementation of a Lodging Tax and its associated requirements.
- Supports Economic Development initiatives and outreach for the Kenmore Business Alliance and local chamber.
- As assigned, conducts special studies and surveys, and prepares analyses or reports related to a variety of policies, procedures, cost effectiveness, service delivery, community engagement, and external communications. Prepares and may conduct fact-finding analysis and assembles documents for decision support. Presents reports orally and in writing. Collaborates on studies and any related implementation efforts with appropriate City officials, staff, and other government entities.
- Develops proposed plans and policies for the City related to communications, public information and tourism, subject to the review/approval of City Manager or designee. Drafts ordinances and resolutions. Presents proposals to the City Council for discussion and/or action. Leads interdepartmental projects and teams as assigned.
- Develops, negotiates, and oversees various documents and agreements for City operations including contracts, interlocal agreements, memoranda of understanding, and other agreements on behalf of the City.
- Participates in the development of policy guidelines, program work plans, budget proposals, goals, and objectives. Coordinates budget development and budget management for programs in the City Manager's Department, for review and approval.
- Represents the City on inter-jurisdictional work groups and task forces and present related policy/program options and analysis to supervisor and/or other City officials. Serve as a professional resource to various organizations and committees.
- Participates in the City's Emergency Operations Center and functions as the City's Public Information Officer, among other duties and assignments, during disasters and emergencies.
- Ensures that a collection of electronic file materials is maintained, such as photographs and other informational material, for use in City efforts in promotion, education, and recruitment.

- Ensures communications materials, documents and templates are consistent across the City
- Occasional attendance at night meetings and weekend work is required; assists with City events as needed.
- Performs other duties as assigned that support the overall objective of the position and the organization.

## QUALIFICATIONS

### Knowledge & Skills:

- Project management and public information principles and practices, and letter and report writing. Requires a working knowledge of public administration, and local government services and processes.
- Organizational management and supervisory skills.
- Working knowledge of and skill in the use of general official/legal reference materials. Requires working knowledge of budget processes, financial reports and statistics used in government.
- Skilled at computer-based software programs that support this level of work, including but not limited to word processing, spreadsheet, graphic design, website management, social media, presentation graphics, content creation, and other special applications used by the City.
- Sufficient knowledge to prepare professional correspondence, reports, and presentations.
- Methods of legislative policy analysis and contract preparation and administration.
- Well-developed interpersonal skills to work productively and cooperatively with diverse teams, conduct fact-finding, exercise patience when dealing with internal and external customers, and convey technical concepts.

### Abilities:

- Independently perform all of the duties of the position.
- Conduct research independently including the ability to plan and implement steps to reach an objective and employ critical thinking, analysis, and judgment.
- Understand, interpret, and apply statutes, codes, ordinances, resolutions, and legal documents. Must be able to learn, interpret, explain, and apply knowledge of City organization, operations, programs, functions, special terminology, contracts, and agreements.
- Plan, organize and prioritize work in order to meet schedules and timelines.
- Communicate professionally with staff, customers, and the public using patience and courtesy, and in a manner that reflects positively on the City.
- Work as contributing member of a team, work productively and cooperatively with other teams and external customers, and convey a positive image of the City and its services.

- Sufficient hand-eye-arm coordination to use a keyboard and 10-key plus arm/hand movements to retrieve work materials and operate a variety of general office equipment.
- Visual acuity to read words and numbers.
- Auditory ability and speech to carry on conversations over the phone and in-person and to make presentations to large audiences.
- Driving ability in order to transport oneself in and around Kenmore and King County.

#### **Education and Experience:**

- The position typically requires bachelor's degree in public administration, communications, marketing, business, or a related field, and
- Four to seven years' related experience.
- Any equivalent combination of experience and training that demonstrates the required knowledge, skills, and abilities may be considered.

#### **Licenses and Certificates**

- May require a valid driver's license.

#### **ADDITIONAL INFORMATION**

- Work Environment – Work performed will primarily take place indoors in an office environment.
- Hours of Work – City Hall working hours are typically 8:30 a.m.-5:00 p.m. This position is required to be available for evening hours to attend or present in-person at City Council meetings as-needed, or attend in-person, evening or weekend meetings when necessary.

#### **OTHER ITEMS AND ADVANTAGES OF WORKING FOR THE CITY OF KENMORE**

- This position is eligible for healthcare benefits, retirement plans, paid holidays, vacation, sick leave and more!
- The City does not participate in Social Security and participates in a 401(a) retirement plan in lieu of Social Security.
- Kenmore is located on the north shore of Lake Washington and has over seven miles of waterfront along the lake and the Sammamish River.
- Kenmore is a first-ring suburb of Seattle and is equi-distant to downtown Seattle, downtown Bellevue, Microsoft headquarters in Redmond, and Boeing and Paine Field in Everett.
- City Hall is in the heart of Kenmore's downtown and is within walking distance of many local businesses, restaurants and parks!

*This job/class description describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.*

**Department: Communications and Tourism Manager**

**FLSA: Exempt**

City of Kenmore

Revised: 2025