



CITY & COUNTY OF HONOLULU OFFICE OF ECONOMIC REVITALIZATION

Position:

Communications Manager (Information Specialist III)

Organization description:

The City and County of Honolulu ("City") Office of Economic Revitalization (OER) was established to drive the City's economic development strategy. Our team works with partners to create an economy for O'ahu that is more resilient, diverse, equitable, and filled with good jobs that care for our people and our place. OER provides information and opportunities for small business owners, job-seekers, farmers, innovators, community-based organizations, and everyone else who is doing their part to improve the quality of life on O'ahu.

Duties and responsibilities: (Information Specialist III)

- Establishes a clear vision and strategy as lead for all OER communications on programs, outreach, and initiatives. **(40%)**
 - Develops overall communications strategy for OER in partnership with OER's Executive Director and Deputy Director.
 - Works with OER program managers to create and carry forward communications strategies for information, programs, and services by surveying needs, assessing resources, and preparing plans of action for OER. This includes research, writing, and editing assignments on OER projects and related City projects.
 - Develops positive and professional relationships with OER and City staff, partners, news media, and the community for OER communications.
 - Reviews, tracks, and evaluates all aspects of communications and outreach initiatives to determine successes and challenges; prepare reports for OER leaders and program managers on their effectiveness.
- Manages the work of the Digital Media Specialist and Communications interns, fellows and contractors. **(10%)**
- Directs content for OER social media, website, and email newsletters, manages news media inquiries, news releases, and public services announcements to support outreach and community relations of OER to educate the public on economic development and related City initiatives. **(25%)**
 - Directs production of OER outreach material to include presentations, graphics, photos, and other outreach including publications and visual content, infographics, social media content, brochures, flyers, newsletters, and other printed materials intended for a variety of audiences.
 - Provides information and public relations support for community organizations and groups in City-sponsored projects that relate to economic development and other related City initiatives.
- Coordinates communications activity of OER and updates the Mayor's communications team, other City agencies, and community partners. **(10%)**

- Represents the City with stakeholder and community meetings regarding economic development and related City initiatives.
- Conducts literature search, reviews studies for best practice methodology and develops recommendations with an equity focus and media opportunities in the development of OER's communications; advises the Executive Director in decisions relating to City communications regarding economic development. **(10%)**
- Other duties, as assigned. **(5%)**

Qualifications:

- Training and Experience: A combination of education and experience substantially equivalent to graduation from an accredited college or university with specialization in communications, public relations, public administration and professional work experience in related activities or as applicable for positions requiring specific specializations:
 - (STRATEGIC DEVELOPMENT) professional work experience in strategic communications, public relations, public policy or public administration, project planning, coordination and/or management.
 - (ADMINISTRATION & MANAGEMENT) professional training or experience in administration, management and development of staff, and project evaluation.
- Strong attention to detail and excellent verbal and written and communication skills; working knowledge of the *Associated Press Style Guide* is preferred.
- Computer, internet, web-based program management platforms including Google Analytics, Squarespace, Canva, Mailchimp, and smart-phone usage experience required; preferred experience with Asana, Miro, ChatGPT or other AI software, photography and videography.
- Experience navigating complex relationships with stakeholders as well as community members; patience and empathy when dealing with colleagues, contractors, nonprofits, and community-based groups that may be experiencing challenging situations:
 - Can effectively work in a diverse team.
 - Able to be creative and resourceful to remove obstacles and accomplish tasks.
 - Understand strategic goals and concepts and also be meticulous and thorough with the details.
 - Collaborates across disciplines to get and give feedback, and share knowledge with team members and stakeholders.
- Well-organized and able to effectively manage multiple assignments and competing priorities for self and staff.
- Self-motivated and accountable for work time and other office resources.
- Ability to interpret laws, rules, and regulations; make sound observations, remember key facts; communicate effectively with the public and representatives of other government agencies.

Physical requirement:

Applicants must meet the health and physical condition standards deemed necessary and proper for performance of duties.

Compensation:

Salary range is \$68,556 – \$97,560 based on experience.

Employment duration:

Employment to start as early as possible.

To apply:

To apply, please send a 1 page cover letter, current resume, and at least three current references to oyer@honolulu.gov. Please highlight aspects of your experience that are relevant for this position for

this position and explain why you are interested in working with the City and County of Honolulu in this role.

Deadline to apply:

Applications will be accepted until the position is filled.