

CITY OF SALINA
POSITION DESCRIPTION

CLASS TITLE: Communications/Media Manager **GR:** 110 **FLSA:** Exempt **DATE:** 09/15/2026

DEPARTMENT: City Manager's Office **DIVISION:** Media

REPORTS TO: City Manager or designee **APPROVED:** _____ **JOB CODE:** TBD

GENERAL DESCRIPTION:

Under limited supervision, plans, manages, and delivers public communications, media relations, digital communications, and community information activities. Exercises discretion and independent judgment.

TYPICAL DUTIES:

- Serves as principal media contact and spokesperson, supporting transparent and timely public information.
- Develops proactive communications/marketing strategies; coordinates responses to media inquiries and emerging issues; oversees content across web, social media, video, print, and other channels; supports public communications during emergencies and incidents.
- Advises City leadership and departments on communications opportunities, public messaging, and sensitive issues; recommends strategies to bring public attention to and involvement with initiatives.
- Produces educational and informational news content related to City services, functions, and events; prepares and launches a variety of promotional messages and public awareness campaigns in various formats, including press releases, newsletters, professional journals, website content, public presentations, videos, radio shows, mail campaigns, media outlets, and social media venues to assist in educational and branding efforts.
- Organizes press conferences; supports emergency public-information operations, including coordination with emergency management; serves as Public Information Officer.
- Engages and informs citizens by providing timely, accurate, concise and strategic information regarding organizational initiatives, projects, services, and programs; meets with citizens, neighborhood organizations and other groups to answer questions and provide service information.
- Performs continual assessment and use of analytics to evaluate reach, public understanding, and effectiveness; builds collaborative partnerships with local media, agencies, and organizations.
- Reviews organizational webpages and other electronic forms of information to make recommendations regarding form of message, content, timeliness, communication approach and grammar.
- Manages open records requests and approves release of City information in accordance with the Kansas Open Records Act.
- Performs other tasks as required and works irregular schedule as needed to meet objectives.

SUPERVISION – RESPONSIBILITY FOR WORK OF OTHERS: Direct oversight of division staff.

MINIMUM EDUCATION, TRAINING, AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree in communications, marketing, business, journalism, public relations or related field.
- Strong communication skills; demonstrated competency regarding the use of current electronic media and engagement tools, desktop publishing, and graphics software.
- Three (3) years of public relations, marketing or relevant work experience.
- Two (2) years of supervisory experience preferred.
- Possession of a valid Kansas driver's license required.

RESIDENCY REQUIREMENTS: None.

ESSENTIAL JOB FUNCTIONS:

Establish and maintain effective working relationships with employees, officials and the public. (Daily)
Prepare and maintain accurate, well-organized and effective records, archives and reports. (Daily)
Exercise sound judgment in decisions and interpretations and when answering inquiries. (Daily)
Maintain and exhibit discretion and integrity at all times when handling confidential information. (Daily)

ESSENTIAL JOB FUNCTIONS (CONTINUED):

Speak clearly and concisely before groups. (Weekly)

Possess and exercise effective communication skills, orally and in writing. (Daily)

Demonstrate proper grammatical use of English language and relevant journalism principles. (Daily)

Demonstrate knowledge of social media platforms, content-management systems, marketing tools, media-monitoring tools, and web/digital analytics. (Weekly)

Independently transport to meetings, trainings, special events, and other work-related functions. (Daily)

PHYSICAL DEMANDS OF ESSENTIAL JOB FUNCTION:

Work Type: Light, exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Climbing/Balancing: Minimal ability to sit and stand.

Walking: Minimal amount required.

Stooping/Bending: Frequently.

Stand/Sit: Sit about 70 percent of the time.

Reaching: Frequent, overhead as well as horizontal.

Vision: Adequate to perform essential job functions.

Color Vision: Adequate to perform essential job functions.

Hearing: Adequate to perform essential job functions.

Speech: Frequently express ideas and be understood.

Eye/ Hand/ Foot/ Coordination: Frequently operates equipment requiring moderate ability.

Manual Dexterity: Frequently operates equipment requiring moderate ability.

ESSENTIAL JOB FUNCTION EXPOSURES:

Inside/Outside: Works inside with limited work outside.

Cold/Heat: Controlled with exception of limited outside elements.

Wet/Dry: Controlled with exception of limited outside elements.

Noise/Vibrations: Office equipment.

Hazards: None.

Fumes/Dust/Odors: None.

Infectious Diseases: Low Exposure.

MENTAL REQUIREMENTS OF ESSENTIAL JOB FUNCTIONS:

Ability to read and comprehend written material.

Ability to listen to and apply information and instructions.

Ability to communicate effectively, both orally and in writing.

Ability to write, edit, proofread, and interview.

Ability to understand mathematical concepts to generate and evaluate metrics.

Ability to translate complex governmental, technical, financial, and policy information.

Ability to organize files, manage multiple priorities, meet short deadlines, and remain effective under pressure.

Ability to work with diverse populations.

Ability to work in stressful situations and meet deadlines.

MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS USED:

Calculator, computer, copy machine, fax machine, printer, scanner, tablet, telephone, and video camera.

REMARKS:

The above position description is intended to describe the duties of an employee in general terms and does not necessarily describe all of his/her duties.