

## **COMMUNICATIONS MANAGER**

The Communications Manager reports directly to the Mayor and is responsible for all internal and external communications within the City of Hoboken. The position oversees City branding and messaging, manages City relationships with the media, and ensures quality and accurate dissemination of information to the public. In addition, as a senior staffer, the position will be knowledgeable regarding current events and policy matters and will provide counsel to the Mayor. The position will include irregular work hours during emergent and high profile events.

### **Responsibilities:**

- Draft press releases, media advisories, articles, letters, emails, speeches, and other prepared remarks
- Act as the official spokesperson in response to media inquiries
- Facilitate news conferences and other media events and prepare all necessary materials
- Arrange press, radio, television, magazine, and digital interviews for the Mayor and other senior staff
- Manage and generate content for social media accounts – Facebook, Twitter, Instagram, Vimeo
- Manage and update content on the City of Hoboken website ([www.hobokennj.gov](http://www.hobokennj.gov)) and visitor's website ([www.enjoyhoboken.com](http://www.enjoyhoboken.com))
- Manage and update the content on public access television (Optimum, Ch 78 and Verizon, Ch 47), including coordination with Council meeting videographer
- Oversee the creation of newsletters and other communications for external distribution
- Respond to communications from the public including letters and social media
- Manage the City's email/text/voice messaging system (Nixle) to provide timely and relevant information to the general public
- Interface with Directors and other senior staff to gather any necessary information to perform job responsibilities
- Coordinate with senior staff in the Mayor's Office and constituent services to resolve constituent issues
- Monitor news reports and social media to be apprised of current events and constituent sentiment
- Coordinate with communications staff at other government agencies, schools, and other organizations
- Be available 24/7 for emergency incidents and other high-profile or special events
- Oversee related special projects at the direction of the Mayor

### **Requirements:**

- Excellent written and verbal communication skills
- Experience working in public relations, communications, news media, or related organization preferred
- Graduation from an accredited college or university with a Bachelor's Degree

Interested candidates should submit a resume to [jallen@hobokennj.gov](mailto:jallen@hobokennj.gov) or by mail to:

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