

City of Roswell, Georgia

JOB DESCRIPTION

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To perform this job successfully, an individual must be able to carry out the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary duties outlined in this job description. This document does not include every task or responsibility that may be required. Employees may be assigned additional duties reasonably related to their position, even if not explicitly listed herein, as necessary to support the City's operational needs.

Press Secretary and Community Affairs Manager

Department: Administration

Pay Grade: 513

FLSA Status: Exempt

Job Code: A067

JOB SUMMARY

The Press Secretary and Community Affairs Manager is the Mayor's principal liaison for public messaging, communications planning, community affairs, and day-to-day executive support. This role ensures that the Mayor's voice, time, and presence are strategically aligned with citywide priorities. The position manages the Mayor's email account and calendar, prepares talking points and briefings, oversees ceremonial logistics, and manages official social media platforms for the Mayor's Office. The role also builds community relationships and ensures a visible and effective mayoral presence across events, constituent engagements, and city initiatives.

ESSENTIAL JOB FUNCTIONS

- Manages the Mayor's official email account, triaging messages, drafting responses, and ensuring timely follow-up and coordination with departments and external stakeholders.
- Maintains and optimizes the Mayor's calendar, ensuring engagements reflect strategic and operational priorities and are effectively supported with briefings and logistics.
- Develops and manages talking points, speeches, and public statements in coordination with the City Communications Department to ensure consistent messaging.
- Manages the official social media accounts of the Mayor's Office, producing timely, strategic, and aligned content that enhances public engagement and transparency.
- Serves as spokesperson for the Mayor's Office when appropriate, and coordinates media requests and interviews.
- Ensures the Mayor is fully briefed and prepared for public meetings, events, and internal engagements, including reviewing background materials and anticipating communications needs.

- Oversees planning and execution of ceremonial items during Council meetings, including proclamations, recognitions, and other formal presentations.
- Accompanies the Mayor to events to ensure message consistency, relationship management, and strategic follow-through.
- Builds and maintains strong relationships with neighborhood groups, HOAs, faith-based organizations, nonprofits, civic leaders, and business partners.
- Plans and coordinates public engagement initiatives such as town halls, roundtables, and stakeholder meetings.
- Collaborates with City leadership, Councilmembers, department heads, and the Communications team to align messaging and elevate high-priority initiatives.
- Tracks and monitors media coverage, public perception, and issues of concern; briefs the Mayor and recommends responsive strategies.
- Supports internal and external correspondence, ensuring clarity, accuracy, and professionalism across all Mayor's Office communications.
- Maintains confidentiality and sound judgment when managing sensitive information and high-profile engagements.
- Performs additional duties as assigned in support of the Mayor's Office and citywide engagement priorities.

MINIMUM QUALIFICATIONS

Education and Experience:

- Requires a Bachelor's Degree in Communications, Public Administration, Political Science, Journalism, or a related field from an accredited institution; five years of progressively responsible experience in public affairs, communications, executive support, or political/government operations, including experience managing executive schedules and public messaging; or an equivalent combination of education, training, and experience.

Licenses or Certifications:

- Must possess a valid State of Georgia Driver's License or obtain one within 90 days.
- Public Relations, Executive Assistant, or Project Management certifications are preferred but not required.

Knowledge, Skills, and Abilities:

- Knowledge of executive-level scheduling and correspondence management.
- Expertise in media relations, public speaking preparation, and external communications.

- Demonstrated experience managing official social media platforms with appropriate tone, accuracy, and responsiveness.
- Familiarity with ceremonial processes, public meetings, and civic engagement protocols.
- Strong interpersonal skills and ability to build trust-based relationships across stakeholder groups.
- Excellent writing, editing, and verbal communication skills with political and public sensitivity.
- High level of discretion and ability to manage confidential information.
- Strong organizational skills and ability to manage competing priorities with minimal supervision.
- Proficiency in Microsoft Office Suite, Outlook calendaring, and basic design and social media tools (e.g., Canva, Hootsuite, or native platform tools).
- Knowledge of governance and community affairs is preferred.

PHYSICAL DEMANDS

The work is primarily performed in an office or public event environment and requires light physical activity. Duties may involve periods of sitting, standing, walking, and operating a computer or other standard office equipment. Occasional lifting, carrying, or moving materials and supplies weighing up to 20 pounds may be required. The position may also involve limited physical activity such as bending, reaching, or kneeling in setting up and supporting events or presentations. Visual acuity, hearing, and verbal communication are essential for interacting with the public, attending events, and reviewing written and digital materials..

WORK ENVIRONMENT

Work is typically conducted in environments free from adverse conditions. Occasional evening and weekend work is expected to support mayoral events and city functions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia, commits to a policy of equal employment opportunity for applicants and employees, complying with local, state, and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.