



POSITION DESCRIPTION
An Equal Opportunity Employer

Class Title:	Public Communications Manager	FLSA Status:	Exempt
Dept./Div.:	Utility Office	Civil Service Status:	Unclassified
Reports to:	Director of Utilities	Employment Status:	Full-time
EEO Status:	Exec/Senior Offs & Mgrs.	Normal Work Hours:	Day Shift
Employee Name:		DOT/O*Net Code:	188.117-030

GENERAL DESCRIPTION:

The Public Communications Manager is responsible for developing, coordinating, and executing comprehensive communication, branding, marketing, and community engagement strategies for Bryan Municipal Utilities. This position serves as the central point of contact for internal and external communications and is responsible for ensuring consistent messaging, professional branding, and effective public outreach across all platforms. This role supports organizational goals by strengthening public trust, improving transparency, enhancing community relationships, and ensuring clear and timely communication with customers, employees, media outlets, and community partners. The position also supports internal engagement initiatives, including employee appreciation events, and may be required to attend after-hours meetings, community events, or emergency response situations as needed. Works under the administrative direction of the Director of Utilities.

POSITIONS DIRECTLY SUPERVISED:

None

EQUIPMENT OPERATED: The following are examples only and are not intended to be all inclusive: Computers and modern office equipment.

JOB DESCRIPTION AND WORKER CHARACTERISTICS:
ESSENTIAL FUNCTIONS OF THE POSITION: For purposes of 42 USC 12101:

Communications, Branding, and Marketing

- Develop and implement communication and marketing strategies to support Bryan Municipal Utilities' mission and services
- Maintain and manage organizational branding, ensuring consistency in tone, messaging, and visual identity
- Design and produce multimedia materials including newsletters, brochures, presentations, reports, and public information materials
- Manage website content, updates, and overall digital presence
- Create and manage social media content and online engagement strategies
- Develop advertising and public awareness campaigns as needed

Public Information and Media Relations

- Draft, edit, and distribute press releases, public notices, and official communications
- Serve as a liaison with local media outlets and coordinate media inquiries as appropriate
- Ensure accurate and timely public information is distributed through multiple communication channels
- Coordinate audio recording and posting of public meetings for transparency and public access



Community Engagement and Outreach

- Plan, organize, and promote community engagement initiatives and events
- Coordinate facility tours, open houses, and public informational events
- Develop and implement outreach programs with schools, civic organizations, and community groups
- Schedule and support presentations to Rotary Clubs, chambers of commerce, and other civic organizations
- Coordinate participation in Public Power Week, National Drinking Water Week, and other public awareness initiatives
- Support BMU staff participation in community events and volunteer activities

Internal Communications and Employee Engagement

- Develop internal communication materials such as employee newsletters and organizational announcements
- Coordinate employee spotlight features, internal engagement initiatives, and employee appreciation events
- Assist with employee recognition communications and internal branding efforts
- Manage employee photography, badges, and public-facing staff identification materials

Emergency Communications

- Develop and maintain emergency communication protocols and messaging templates
- Coordinate public messaging during outages, emergencies, and service disruptions
- Ensure timely and accurate dissemination of critical information during high-impact events
- Work closely with leadership to support coordinated response communications

General Administrative and Coordination Duties

- Collaborate with department heads to align communication strategies with organizational priorities
- Maintain organized records of communication materials and outreach efforts
- Serve as occasional backup support for front office phones and walk-in customer traffic as needed
- Monitor effectiveness of communication strategies and recommend improvements

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned

MINIMUM ACCEPTABLE CHARACTERISTICS: (*indicates developed after employment)

Knowledge of: The position requires knowledge of public communications principles, marketing and branding practices, and effective community engagement strategies. Familiarity with media relations, public information dissemination, and crisis or emergency communication practices are important. Knowledge of municipal operations or public utility environments is highly desirable, along with an understanding of how to communicate complex technical information to the general public in a clear and accessible manner.

Skill in: Strong written and verbal communication skills are essential, including the ability to write press releases, public notices, and engaging content for multiple platforms. The position requires skills in digital communications, including website management, social media content creation, and basic graphic design or multimedia development. Strong organizational skills, project management abilities, and the capacity to manage multiple priorities and deadlines are also critical.



Ability to: The ability to build and maintain effective working relationships with employees, leadership, media representatives, and community stakeholders is required. The role must be able to work independently while also collaborating across departments to align messaging and outreach efforts. The ability to think strategically, respond effectively during high-pressure or emergency situations, and maintain professionalism in all public-facing interactions is essential.

QUALIFICATIONS: An example of acceptable qualifications:

A Bachelor's Degree in Communications, Public Relations, Marketing, Journalism, or a related field is preferred. A minimum of 3–5 years of experience in communications, public relations, marketing, or community engagement is required, with 5+ years preferred, ideally in a municipal or public sector environment.; or equivalent combination of education, experience and training which provides the required knowledge, skills and abilities, and residency per Ohio Revised Code 9.481 within one (1) year of employment.

LICENSURE OR CERTIFICATION REQUIREMENTS:

Valid state driver's license.

WORKING CONDITIONS:

Facility and Work Area:

This position is primarily performed in an office environment with regular use of computers, communication systems, and design software. The role requires frequent interaction with employees, leadership, customers, and community members in both formal and informal settings. Attendance at community events, public meetings, outreach activities, and organizational functions is required. The position may involve occasional evening or weekend work for meetings, events, or emergency situations, and may require local travel for presentations, outreach efforts, and community engagement activities.

Physical and Environmental Characteristics:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This is primarily an office position with employees working in a controlled office environment.

The employee:

- Is required to distinguish letters, numbers and symbols. Frequently required to sit, stand, walk talk, hear, bend and reach.
- Answers telephone calls and occasionally bends, reaches, and pushes and pulls file drawers to file records and reports.
- Moves within and outside of the building to collect, deliver, and copy data and documents.
- Uses a computer terminal to access, input, and retrieve data.
- Little or no physical demand, occasional lifting or moving of lightweight materials.
- Sustained periods of close, fixed mental and visual attention.
- Note: In accordance with the U.S. Department of Labor physical demands strength ratings, this is considered sedentary work.
- In cases of emergency, unpredictable situations, and/or department needs, the employee may be required to lift, push, pull, and/or carry objects heavier than D.O.L. strength ratings recommend.



The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change. This position description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

The position description in no manner states or implies that these are the only duties and responsibilities to be performed by the position incumbent. The duties listed in this document are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This document does not create an employment contract, implied or otherwise, and may be amended at any time.

My signature below signifies that I have reviewed my position description and that I understand the contents of my position description.

Witness Signature

Date

Employee Signature

Date