



## Communications Manager

**FLSA Designation:** Exempt - Administrative

**Pay Grade:** 8

The Communications Manager helps develop and oversee city-wide initiatives that build, maintain, and strengthen relationships between the community and the City of Ketchum. They serve as a leader in the Community Engagement Department, responsible for oversight and development of most campaigns, print and digital collateral, and communication platforms, while also supporting other department initiatives, including public presentations and events. The Director of Community Engagement provides oversight for this position.

### Essential Functions

- Provides primary oversight and operation of city-wide communication channels (mass email and text, websites, mobile app, customer relationship management software [CRM], social media, paid advertising, print materials, etc.)
- With the Director of Community Engagement, works with all departments to develop and execute campaigns and all related written and visual materials in both print and digital formats
- Develops and manages the city's brand with the Director of Community Engagement and helps provide art direction
- Provides project management for campaigns and communication initiatives
- Serves as the primary content creator and publisher for the organization, including graphic design, photo and video editing, web content and updates, social media posts, and other mass communications
- Creates media materials, such as press releases, and assists the Director of Community Engagement in providing media statements and responses
- Prepares surveys, collects data, and conducts various research projects to support citywide initiatives
- Supports the development, production, and execution of public presentations
- Helps oversee and fulfill public requests made through the city's primary email address, phone number, and CRM
- Helps assign tasks to other staff and contractors, and helps track their completion
- Assists in special event production, as required
- Manages and operates the city's meeting room reservation and event banner and window graphic reservation programs



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- Performs other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

## **Requirements**

- Knowledge of public relations, media, advertising, marketing, and mass communication best practices
- Ability to work independently on matters of significance;
- Experience in creating, editing, and publishing multimedia publications, including radio, newspaper/periodicals, web, social media, email, SMS (text messaging), and television
- Ability to communicate effectively, both verbally and in writing
- Proficiency in multimedia design software such as Adobe Photoshop, InDesign, Illustrator, etc.
- Competency with computers, photography, and audiovisual equipment;
- Working knowledge of web content management systems with the ability to make updates or develop new functions within them, including basic HTML and CSS coding
- Advanced copywriting and editing abilities
- Thorough knowledge of the English language, including punctuation, spelling, and grammar
- Outstanding attention to detail and organizational skills
- Familiarity with business software and information technology systems, with the ability to learn new platforms when needed
- Ability to make sound decisions and communicate with audiences of all ages and sizes, while demonstrating interpersonal sensitivity
- Capacity to build and maintain effective working relationships with people from diverse socioeconomic backgrounds, including media members, civic groups, co-workers and departments, businesses, and the general public
- Ability to work primarily in-person in Ketchum, Idaho, and maintain flexible hours, as necessary, to assist with public presentations and special events

## **Acceptable Experience and Training**

- Five years or more professional experience in marketing, public relations, media, communications, or related fields
- Five years or more of project management experience



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- Bachelor's degree in communications, marketing, public relations, media, journalism, or related fields is preferred, or any equivalent combination of experience and training that provides the knowledge and abilities necessary to perform the duties of this job

### **Licenses and Other Requirements**

Applicants must be able to pass a background check.

### **Working Conditions and Physical Efforts**

- Sufficient clarity of speech and hearing or other communication capabilities which permit the employee to understand verbal instructions and to communicate effectively
- Sufficient visual acuity which permits the employee to perform the above duties
- Sufficient manual dexterity to perform office functions and operate office equipment
- Sufficient physical ability to perform the above duties
- While performing the duties of this job, the employee will occasionally need to lift, carry, push, or pull up to 30 pounds.
- Jobs in this class require performing repetitive hand movements and will require sitting, standing, and walking.
- The physical effort characteristics and working environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions