

## CITY OF BUFFALO URBAN RENEWAL AGENCY

### NOTICE OF VACANCY

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**JOB TITLE** Communications Manager

**DATE:** February 3, 2023

**NO. OF POSITIONS:** (1)

**HRS. OF WORK:** 40 weekly

**SALARY:** \$61,583

**LOCATION:** BURA Executive Office  
920 City Hall

**GRADE:** 32U

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#### **POSITION DESCRIPTION:**

Under the direction of the City of Buffalo Urban Renewal Agency (BURA) Senior Director of Programs (BURA SDP) or as designated, and in close cooperation with the City of Buffalo Office of Communications, the Communications Manager performs work of unusual difficulty in managing the marketing and communications activities of the of the City of Buffalo Urban Renewal Agency, and performs related work as required. Supports the City of Buffalo Office of Communications in creating content for press releases and media coverage of the City's economic and community development efforts; and developing a marketing strategy for BURA activities. Prepares marketing materials, reports, and articles on behalf of BURA; assists the BURA SDP in maintaining good communication with City of Buffalo and BURA stakeholders while assuring a positive awareness and presentation of the concerns, achievements and needs of BURA and its implementation work.

Serves as an external spokesperson for BURA in close cooperation with the City of Buffalo Office of Communications. Prepares media releases for review by the BURA SDP and communicates with the media as approved by the BURA SDP. Prepares stakeholder communications, workshops, and emails for BURA partners about existing and new BURA programs and efforts and communicates with partners and stakeholders as approved by the BURA SDP.

#### **THESE DUTIES WILL INCLUDE, BUT NOT BE LIMITED TO:**

- Assisting BURA management and Board related to internal and external communications related to collective bargaining negotiations, pending and proposed projects and programs and personnel matters, as required and directed.
- Assists the BURA SDP to communicate internally with staff on at least a monthly basis related to BURA's achievements, planning efforts, current priorities, and coordination with other City efforts. Responsible for internal newsletters and bulletins.
- Assists senior managers to report back on successes, new programs, and other efforts to ensure ongoing communication and coordination between BURA staff members.
- Supervises the Public Relations Manager, if that position is filled.

#### **DESIRED KNOWLEDGE AND SKILLS:**

Bachelor's degree. Some knowledge of modern principles and practices of community development and economic development. Outgoing, enthusiastic, highly self-motivated and directed with strong skills

and a minimum of 3-5 years' previous professional experience in marketing and public relations. Excellent interpersonal listening, speaking, writing and communications skills. Competitive and current computer skills, written, graphic and web development experience, including Microsoft Office and Adobe Creative Suite, especially Illustrator, InDesign, and Photoshop.

**MINIMUM REQUIREMENTS:**

Bachelor's degree and minimum of 3-5 years' previous professional experience in marketing, communications, and/or public relations, including experience in social media management and content development.

**RESIDENCY REQUIREMENTS:**

As a condition of Employment, appointee must establish and maintain residency within the City of Buffalo during their tenure of employment. Residency must be established within 90 days of starting date of employment.

**SUBMISSION INSTRUCTIONS:**

Cover letter and resume should be submitted by 4:30 pm (EST) by February 28, 2023 to the attention of Hope Young – Watkins, Senior Director of Programs via email to [info@buffalourbanrenewal.com](mailto:info@buffalourbanrenewal.com). Cover letter and resume will also be accepted via Regular U.S. Mail to the following address:

Hope Young – Watkins, BURA Senior Director of Programs  
City of Buffalo Urban Renewal Agency  
65 Niagara Square  
920 City Hall  
Buffalo, New York 14202