



JOB CLASSIFICATION

Job Title	Communications Specialist	Job Code	010
Department	Administration	Pay Band	9
FLSA Status	Exempt	Union Status	Non-Union
Prepared	12/2018	Adopted	12/17/2018
Amended			

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

POSITION DEFINITION

Develop and coordinate all strategic communications, marketing, and branding efforts for the City, including supporting economic development and other special projects; support media relations and communications across all city departments; promote a well-coordinated message promoting the City and special events; assist in the coordination of communication through the City's website, public access channel, and social media.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the City Administrator.

This position has no direct supervisory responsibilities.

EXAMPLES OF RESPONSIBILITIES AND DUTIES

Important responsibilities and duties may include, but are not limited to, the following:

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement an integrated communication strategy that connects the public to the community and the city.
- Coordinate communication services and functions carried out by departments and provide guidance on effective methods and strategies to communicate with the public.
- Develop and maintain effective working relationships with local and regional media contacts, and assist the Mayor, elected officials, and city staff in communications and interviews.
- Coordinate city written communications to ensure consistency of brand identity and council goals.



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- Coordinate and update daily social media sites for the city; work with Information Services to coordinate consistent messages through the City's website, newsletter, and Channel 15; and implement new digital communication initiatives for city departments and divisions.
- Coordinate the planning of special events, such as groundbreaking and ribbon cutting events.
- Coordinate with city staff with communication needs to help promote city initiatives, including a public relations program using the website, social media, and other digital mechanisms.
- Maintain city photo library for use in communications/marketing materials.
- May serve as the City's Public Information Officer.

MINIMUM SKILLS AND QUALIFICATIONS

REQUIRED KNOWLEDGE

- Principles and practices of public relations and public information.
- Principles and practices of public administration, policy development, and operational functions within a municipality.
- Principles of marketing techniques and development of marketing campaigns/materials.
- Principles of current social media practices.
- Principles of computer technology, including hardware and software.
- Planning and organization of special events.
- Modern administrative procedures, methods, and practices.

ABILITY TO PERFORM

- Communicate complex and technical information to diverse audience, including city residents, local businesses, and members of the media.
- Prepare and present accurate and reliable reports and information.
- Communicate clearly and concisely, both orally and in writing to inform and influence.
- Provide strong creativity and energy to facilitate successful public relations and marketing strategies.
- Establish and maintain effective working relationships with those contacted in the course of work.



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- Strategic thinking and “big picture” focus, while paying attention to detail.
- Effectively utilize: desktop publishing, word processing and spreadsheet applications, Internet, telephone and office skills, etc.

EXPERIENCE AND TRAINING GUIDELINES

MINIMUM EXPERIENCE

Three years of professional work experience in public relations, marketing, journalism, communications, public administration, or related field.

MINIMUM EDUCATION OR FORMAL TRAINING

Bachelor's degree from an accredited college or university in communication, journalism, marketing, English, public administration, or a related field.

LICENSES/CERTIFICATIONS REQUIRED

Possession of, or ability to obtain, an appropriate, valid driver's license.

WORKING CONDITIONS AND ENVIRONMENT

ENVIRONMENTAL CONDITIONS

Office environment utilizing standard office equipment, such as computers, phones, and photocopiers; subject to high levels of public contact and irregular work hours; occasionally subject to outdoor weather conditions.

PHYSICAL CONDITIONS

Functions of this position require maintaining physical condition necessary for walking, standing, and sitting for prolonged periods of time; pushing, pulling, and reaching above the shoulder motions while performing work activities; general manual dexterity.