

## **COMMUNICATION COORDINATOR**

### **NATURE OF WORK**

Provides professional assistance to City departments by assuming primary responsibility for coordinating the management and development of the City's communication programs. Ensures high quality and timely distribution of accurate, consistent and relevant information to stakeholders and promotes a positive public image for the community.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Leads the planning, coordinating and implementation of internal and external communications for the City, from concept through production.
2. Researches, develops, implements and provides support for a marketing and branding program.
3. Develops and administers communication policies and procedures for the City, including overseeing staff and community committees as appropriate and necessary.
4. Advises and supports staff on communications and media relations issues; anticipates and helps manage key communications issues.
5. Responsible for coordinating content, design, publication and distribution of quarterly City newsletter and other email communications.
6. Manages and maintains the content and design of the city website; posts news items, agendas, minutes, links and calendars; reviews content to ensure accuracy; analyzes and executes needed design changes.
7. Develops and manages the content of the City's social media tools.
8. Prepares and distributes press releases and ads to appropriate news media in a consistent and proactive manner at the direction of management staff.
9. Manages and maintains the content, design, programming, and technical functions of the City's cable channel including supervision of the Cable Intern.
10. Assists with preparation of talking points, speeches, and presentations.
11. Takes photographs and videos and maintains a file of photographs and videos which help chronicle municipal events, activities, programs and services.
12. Coordinates and/or participates in community events, and city ribbon cuttings, groundbreakings, open houses, volunteer recognitions and other similar events.
13. Coordinates and oversees design and production of City forms, certificates, flyers, manuals, brochures and other printed material for all city departments.
14. Trains department staff on communications tasks (e.g., social media, website updates, and other related tasks to be performed by other staff members).
15. Measures effectiveness of communications efforts through surveys, web/social media analytics, etc.
16. Attends city council, commission and other meetings, including evening and weekend meetings, as needed.
17. Assists with preparation and monitoring of the annual cable and applicable sections of the administration budgets.
18. Manages communications-related contracts.
19. Performs special projects, research, and other duties as assigned.
20. Position requires extensive public contact in person, on the telephone and in writing.

### **REQUIRED QUALIFICATIONS**

- Bachelor's degree in journalism, public relations, communications or related field.
- Two years of experience managing projects in communications, public relations, community affairs or related field, preferably in a municipal setting.

- Responsible experience in communications including writing and editing articles and preparing professional presentations.
- Writing expertise for marketing, editorial, electronic/social media and public/media relations purposes.
- Experience maintaining and updating websites using content management systems and/or HTML.
- Experience utilizing social media and preparing flyers and brochures or equivalent.
- Proficiency with desktop and web publishing software.
- Experience with designing and writing newsletters.
- Able to type 40 words per minute.
- Experience with word processing and spreadsheet software applications in a Windows environment.
- Experience with Adobe Acrobat, Adobe InDesign, and photo-editing software such as Adobe Photoshop.

#### **DESIRED QUALIFICATIONS**

- Five years of experience managing projects in communications, public relations, community affairs or related field, preferably in a municipal setting.
- Experience with cable broadcast systems and/or programs.
- Communications experience in a public sector setting; local government, school district, etc.

#### **EXTENT OF SUPERVISION OR GUIDANCE PROVIDED**

Works under the supervision of the Human Resources Director / Assistant to the City Manager. Has considerable leeway and must work independently

#### **SUPERVISION OF OTHERS**

Supervises the part time Cable Intern.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

**Technical Knowledge:** Knowledge of the organization and functions of City departments. Extensive knowledge of computers including ability to work with graphic design software, Microsoft Office, social media applications and equipment. Knowledge of communication and marketing principles and practices. Ability to use a digital camera, video camera and video/sound editing software.

**Technical Ability:** Must be able to keep accurate records, to assemble and organize data and to prepare standard reports from such records. Must be able to use the computer for word processing, spreadsheets, database packages and other various computerized packages as assigned. Ability to create visual displays utilizing software including presentations, flyers, posters, brochures and other graphic publications and displays.

**Communications:** Must have the ability to actively listen to others for understanding of their needs and situations; ability to speak, read, and write English clearly. Must possess writing expertise for marketing, editorial, electronic/social media, and public/media relations purposes. Must be able to effectively represent the organization to management and the public; able to speak effectively in public.

**Decision Making:** Must use good judgment. Must be able to assess problems and situations, able to anticipate needs and evaluate alternatives.

**Interpersonal Relationships:** Must be consistent in dealing with people; must exclude personal biases from work performance; must have the ability to accept criticism and/or discipline; must have tact and diplomacy; must strive to promote a cooperative atmosphere with all City departments; must have a positive attitude. Must be able to establish and maintain effective and respected working relationship with employees,

supervisors and management. Must have ability to work as a team member in the department and organization.

**Professional Attitude:** Must have commitment to the organization; willingness to take initiative; dependability; maturity in relationships with others; and self-confidence. Must represent the organization to the public with a courteous, helpful, accurate and business-like attitude in all telephone, electronic and personal contact.

**Quality of Work:** Must be able to produce quality, accurate work. Must be able to detect and correct errors. Must be able to utilize work time properly and productively, including prioritizing work. Must be able to self-direct activities, work independently on a wide variety of projects and assignments to meet goals and objectives.

**COMMUNICATIONS COORDINATOR**

PHYSICAL FACTORS	Code	TASK NUMBERS	ENVIRONMENTAL FACTORS	Code	TASK NUMBERS
Standing Stationary	V	2,8,9,11,12,14,16,19,20	Work Alone w/out other employees	F	1,2,3,4,5,6,7,8,9,11,12,13,14,15,19
Moving About	F	1,2,3,4,5,9,11,12,14,16,19,20	Work With Others (the public or other employees)	F	1,2,3,4,5,6,7,8,9,10,11,12,13,14,16,17,18,19,20
Sitting	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	Work Around Other Employees	F	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20
<b>Physical Strengths and Demands</b>			Public Contact	F	1,3,5,8,11,12,15,16,19,20
Lifting-Push & Pull While Stationary			Shift Work		
Sedentary-up to 10 lbs.	F	9,11,12,19	Extended Day	V	7,8,9,11,12,16
Light Work-11 to 20 lbs	O	9,19	Inside	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
Medium Work-21 to 50 lbs			Outside		
Heavy Work-51 to 100 lbs			Confined Area		
Very Heavy-over 100 lbs			Extreme Hot		
Carrying-Push & Pull While Moving About			Extreme Cold		
Sedentary-up to 10 lbs	F	9,11,12,19	Wet and/or Humid		
Light Work-11 to 20 lbs	O	9,11,12,19	Noise		
Medium Work-21 to 50 lbs			Vibration		
Heavy Work-51 to 100 lbs			Mechanical Equipment		
Very Heavy-over 100 lbs			Electrical Equipment		
Climbing			Pressurized Equipment		
Balancing	V	11,12,19	Burning Material/Equipment		
Stooping	V	9,11,12,19	Explosive Material/Equipment		
Kneeling	V	9,11,12,19	Radiant Energy		
Crouching	O	9,11,12,19	Moving Objects		
Crawling			High Places		
Reaching	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	Fumes/Odors		
Twisting-Sitting	F	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	Dirt/Dust		
Twisting-Standing	O	9,11,12,19	Gases		
Handling	O	9,10,11,12,19	Poor Ventilation		
Fingering	O	9,10,11,12,19	Other (Specify)		
Feeling	V	9,11,12,19	Other (Specify)		
Talking	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20			
Hearing	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20			
Seeing - Near Vision	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20			
Seeing - Far Vision	O	9,11,12,19			
Seeing - Depth Perception	O	9,11,12,19			
Seeing - Color Vision	F	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19	Codes:		
Seeing - Field of Vision	F	9,11,12,19,20	Blank - Not Present		
Smelling			V = Very Infrequent 1 to 2 times a week		
Walking	F	1,4,6,9,11,12,13,14,16,19,20	O = Occasional - Up to 1/3 of time a week		
Reading	C	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20	F = Frequent - 1/3 to 2/3 of time		
Driving	V	11,12,14,16,19	C = Constant - More than 2/3 of time		
Other (specify)					

