



Effective: February 1, 2019

City of Sweet Home

Communications Specialist

Job Description

FLSA Non-exempt

AFSCME

Approved by: *Ray Tong*

## **COMMUNICATIONS SPECIALIST**

The City of Sweet Home values trustworthy employees with a positive attitude who are willing to offer great services, committed to customer satisfaction and actively supports and upholds the City's stated mission and values. Day to day responsibilities are unique to each role but contribute to a common direction and a collaborative work environment. The City encourages employees to develop themselves professionally and personally. Regular attendance is essential for continuity, productivity and success. Professionalism, tact, and strong interpersonal skills are important to be an effective and efficient team member. Good judgement and always doing what right is essential. Employees are to be responsible and accountable for their work and treat others in a respectful and supportive manner.

### **A. SUMMARY:**

This position oversees and implements public information and communications efforts, performs projects such as documentation of work processes, policy, financial or demographic studies, surveys, analysis and research. Because of the small number of City employees, each staff member is expected to perform a wide range of office and field duties as may be required from time to time.

### **B. SUPERVISION RECEIVED AND EXERCISED:**

Work is performed under the general guidance of the City Manager. The employee works independently in administering a complex area of responsibility and confers with supervisor for professional advice. Work is accomplished within a broad framework, with authority and responsibility in area of service. Periodic reviews of work performance are conducted in terms of expected results.

**C. EXAMPLES OF DUTIES:** The duties listed here are intended for illustration. The omission of any assignment does not exclude it from the position.

1. Plans, leads, organizes and controls external communication efforts assigned to this position to ensure consistency in presenting City information to the public in a timely and effective manner.
2. Serves as a key advisor and assists City departments in planning and executing communication and public relations efforts in order to achieve the same objective. Oversee Employee Recognition Program
3. Manages the City's interaction with news media, issuance of media releases, and respond to media inquiries, with the assistance of consultants as needed. Serves as Public Information Officer for the City and as part of emergency operations.

4. Coordinates and oversees citywide communications projects such as the City Newsletter, e-news, social media and other avenues to promote the City's image and effectively communicate City issues, actions, and services.
5. Ensures that a collection of electronic file materials is maintained, such as photographs and other informational material, for use in City efforts in promotion, education and recruitment.
6. Prepares draft press releases and coordinates with involved department(s) to achieve final edited and approved products.
7. Oversees the development and maintenance of the official City web site and the host of the site by the contracted consultant.
8. Manages additional consultants as necessary to provide communications assistance.
9. Develops and recommends new communications methods and enhancements to better achieve City goals, including fostering the organization's values and marketing City services to residents, community groups and other external organizations
10. As assigned, conducts special studies and prepares analyses or reports related to a variety of policies, procedures, cost effectiveness, service delivery, community engagement, and external communications
11. Prepares and may conduct fact-finding analysis and assemble documents for decision support.
12. Presents reports orally and in writing. Collaborates on studies and any related implementation efforts with appropriate City officials, staff and other government entities.
13. Develops proposed plans and policies for the City, subject to the review/approval of City Manager or designee.
14. Represents the City on inter-jurisdictional work groups and task forces and present related policy/program options and analysis to supervisor and/or other City officials.
15. Serve as a professional resource to various organizations and committees.
16. Participates in the City's Emergency Operations Center and functions as the City's Public Information Officer, among other duties and assignments, during disasters and emergencies.
17. Occasional attendance at night meetings and weekend work is required; assists with City events as needed.
18. Organizes and maintains internal communications efforts.
19. Continues professional education and growth through membership in appropriate professional organizations and attendance at appropriate conferences and training opportunities as time and budget allow
20. Performs other duties including leading special projects or initiatives as directed by the City Manager
21. Assists other staff in the performance of their duties as assigned

#### **D. QUALIFICATIONS**

##### **Knowledge of:**

- Project management and public information principles and practices, and letter and report writing.
- Public administration and local government services and processes
- Microsoft Excel (spreadsheet software), Microsoft Word (word processing software), presentation graphics, website content or other special applications used by the City.
- Department or division policies and procedures in order to provide assistance, exchange information and solve problems
- Oregon Revised Statutes that affect municipal government

**Ability to:**

- Exercise independent judgment within established procedures
- Apply policies and procedures
- Interpret to public and other departments or division information requiring a thorough knowledge of department or division policies and procedures
- Effectively communicate clearly, tactfully, and courteously
- Demonstrate strong organizational skills and strict attention to detail and process
- Prepare professional correspondence, reports and presentations.
- Use database, calendar, word-processing, and other organizational office computer software effectively
- Gather and sort relevant information from various sources and records successfully.
- Communicate effectively and professionally with diverse audiences, including the public and City personnel at all levels
- Resolve conflicts and maintain harmonious working relationships throughout the organization and with other agencies and departments
- Read and write a variety of documents, including correspondence, proposals, and other persuasive and informative materials
- Maintain accurate records
- Maintain regular job attendance and adherence to working hours
- Operate a motor vehicle safely and legally

**E. WORK ENVIRONMENT/PHYSICAL DEMANDS**

*Essential duties require the following physical abilities and work environment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Ability to sit at a workstation for extended periods, the employee will typically perform in an office environment under usual office working conditions. The noise level in the work area is typical of most office environments, with some telephones, personal interruptions and background noises.
- Ability to use hearing and speech to make presentations to large audiences and carry on conversations over the phone and in person.
- Near visual acuity to read printed materials and computer screens.
- Occasional ability to lift, carry, and put away parcels weighing up to 30 pounds each.

**EXPERIENCE AND EDUCATION**

**Experience**

Three (3) years experience in communications, marketing, government, legal, public relations, or business setting.

**Education**

High school diploma or general education degree (GED) or higher; preferably an Associate's degree in communications, marketing, business, or a related field or three (3) years of related work experience; or any equivalent combination of education, experience, and training which demonstrates the required knowledge, skills, and abilities.

**LICENSE AND CERTIFICATE**

State of Oregon Driver's License or ability to obtain within six (6) months

**Desirable Qualifications**

Experience in local government preferred.