

MAJOR FUNCTION

This is responsible public contact work in the preparation, development, and communication of information designed to improve public awareness of and involvement in City services, programs, plans, and projects. Work involves responsibility for developing and implementing public relations programs designed to create and maintain positive relationships with the citizenry. Duties include assisting with the direction, creation, development and production of marketing and communication plans for the City across multiple channels using traditional, online and social media platforms. Work is performed with much independence with general administrative supervision and is reviewed through conferences, analysis of reports, and by observation of results obtained.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Researches, writes and implements communication plans with clearly identified measurable results. Coordinates and performs media relations activities, including assisting city departments in coordinating citizen-focused information and serving as a city spokesperson when required. Provides information and assistance to news reporters, editors, videographers and online resources. Writes and edits regular and special articles and news stories concerning City activities, programs, plans, and projects for publication in a variety of media forums, directed to internal and external audiences. Conducts field and office research and interviews on news stories. Writes news releases, utility bill inserts, posts and tweets. Assists with establishing and developing measurable marketing objectives. Takes photographs for social media, print and online publications and audiovisual presentations, and coordinates camera-ready artwork with graphic designer and printer. Delivers speeches and presents programs to schools, civic and governmental groups and other interested organizations. Writes educational and informational copy of special employee-related topics. Assists with the City's web page on an on-going basis and provides assistance to internal and external users of the resource. Researches online social media technology and strategies, recommends and implements improvements and identifies opportunities to improve marketing of City services. Compiles statistical reports and digests as necessary. Performs related work as required.

Other Important Duties

Relays messages that are considered emergencies to various City departments for action. Attends and participates in conferences and meetings of department directors and the City Commission. Serves on City's Emergency Management Team and assist with public information efforts during emergencies. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge of social media, principles and practices of modern journalistic writing and editing as applied to public relations and promotion of City activities. Knowledge of the principles and practices of public relations work by means of verbal, written, and visual presentation. Ability to acquire thorough knowledge of the City's services, functions, organization, ordinances, rules, policies, procedures, and regulations. Ability to coordinate research into attitude and opinion surveys, including the ability to establish means of obtaining valid measurements regarding various alternative presentations through the use of measured public participation, feedback analysis, or other measurable public response systems. Ability to assist in the production, direction, scripting, and directing a production crew. Ability to design, produce and coordinate public relations campaigns. Ability to prepare and deliver presentations before community groups and professional organizations. Ability to exercise independent judgment and creativity in solving complex problems and making public relations decisions in accordance with department policies, procedures, rules, and other regulations. Ability to efficiently utilize a word processor, and strong utilization of social media and

internet tools. Ability to communicate clearly, concisely and accurately, both orally and in writing. Ability to establish and maintain effective working relationships both internally and externally, as necessitated by the work. Skills in audiovisual production, including 35mm camera, layout and design. Skill in the use of microcomputers and their associated programs and applications.

Minimum Training and Experience

Possession of a bachelor's degree in journalism, communications, public relations, English, social media, public administration, computer sciences or a related field and two years of professional experience in public relations, public information, journalism, or social media; or an equivalent combination of training and experience.

Necessary Special Requirements

Must possess a valid Cass E State driver's license at the time of appointment. (At the department director's discretion, the noted driver's license may be omitted.)

Established: 07-01-88

Revised: 01-16-90

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