

**City of Pendleton**

**Job Description**

**Communication Coordinator**

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| **Department**: Parks and Recreation | **FLSA**: Non-Exempt |
| **Reports to**: Parks and Recreation Director | **Representation**: SEIU |
| **Pay Range**: Range 21, SEIU scale | **Date**: 1/27/2020 |

**GENERAL POSITION SUMMARY:** *Briefly describe why this position exists.*

Serves the citizens and visitors of Pendleton by providing services including: Public relations activities of the Parks and Recreation department along with official communications and grant writing. Develops, coordinates and manages a variety of indoor and outdoor projects in the Parks, Recreation and Cemetery Department; provides administrative support; completes related work as required.

**ESSENTIAL FUNCTIONS/MAJOR RESPONSIBILITIES:** *List those tasks that must be done to accomplish the job purpose. In order of importance or time spent on the task, please describe the various duties of the job which are critical to the successful performance of the job* ***or*** *occupy more than 5% of the time. Start each sentence with an action verb. Group tasks which require similar skills/knowledge together. Think in terms of WHAT needs done, not HOW it is done. Avoid describing procedures. Describe in such a way as to be clear to someone outside the profession.*

1. Multimedia Communications Responsible for the development of notices, flyers, brochures, posters, newsletters, media releases, news articles and other departmental communications. Responsible for the preparation of the program brochure that details the activities and programs of the recreation, aquatics and parks divisions. Prepares materials for marketing events and other public outreach. Creates, updates, improves and maintains the Parks & Recreation website and other social media pages, such as Facebook & Twitter. Attends events and takes pictures to use in future marketing.
2. Grants & Sponsorships Develops a systematic approach to identifying and obtaining additional funding from local, state and national governmental and private funding sources, including making applications, performing coordination/completion, account for grant dollars, and providing documentation and financial reporting to grantors. Assists in identifying events that may benefit from sponsorship programs. Research programs utilizing sponsors. Develop brochures or other materials to market sponsorship programs. Assist with donation letter-writing campaigns.
3. Reports Prepares a variety of studies, reports and related information for decision-making purposes; conducts research, analysis and prepares recommendations regarding proposals for programs, equipment, etc. Completes cemetery regulatory reports for the State, including coordinating payments as needed.
4. Special Assignments Plans and coordinates special assignments such as the annual tree giveaway, parade float preparation, etc. Acts as liaison with organizations such as Dirt Dabblers, Gateway Committee, Pendleton Connect and Art for Overpasses.
5. Customer Service Performs a variety of miscellaneous duties including, but not limited to: providing customer service; providing front desk support, answering phones, scheduling facilities, registering event participants, assisting cemetery customers, and answering a variety of questions all while presenting a positive and welcoming image of the department.
6. Goal Setting Assists in the development of short and long range plans. Gathers, interprets, and prepares data for revenue and program reports; coordinates reporting activities with other divisions. Contributes ideas to develop parks and recreation programs.
7. Volunteers Recruits, trains and coordinates volunteers for a variety of programs including Adopt A Park and Parkway programs.

**IMPORTANT FUNCTIONS:** *List those tasks or duties that may be assigned, but are not essential to fulfill the job purpose; any ancillary job tasks, or those that take less than 5% of the time. All jobs have non-essential functions.*

1. Performs other administrative duties as directed by the Parks & Recreation Director, or Recreation Supervisors.

2. Attends meetings, takes minutes, and serves on committees as required.

3. Other duties as assigned.

**DISTINGUISHING CHARACTERISTICS:** *If the position is in a series (i.e. Office Specialist 1, 2, 3), describe what separates this job from the others in the series.*

Position not in a series.

**JOB SPECIFICATIONS:**

1**. Education & Experience** *Education and experience requirements are minimum standards.*

1. Bachelors Degree from an accredited college or university is required. Degree must be in communications, business, public relations, public administration, recreation management. or a closely related field; or
2. Work Experience: Indicate the minimum level of work-related experience required to effectively perform the position’s responsibilities. Check only one box.

Less than 12 months

1 – 3 years

3 – 5 years

5 – 8 years

Other

Describe experience: Experience in grant writing, fundraising, managing multiple priorities required. Specialized training and/or experience in primary areas listed can substitute for education;

1. Satisfactory equivalent combination of education and experience.

**2. Special Requirements:**

1. Must possess, or be able to obtain by time of hire, a valid driver’s license.
2. Must be able to pass the department’s security clearance standards including review of criminal history and driving record.

**3. Necessary Knowledge, Skills and Abilities:**

1. Knowledge of modern office practices and procedures.
2. Knowledge of, and proficiency in, computer use and electronic data processing.
3. Knowledge of English and composition, spelling, punctuation and arithmetic.
4. Knowledge of City policies, procedures, regulations, and codes related to parks, recreation and cemetery operations.
5. Knowledge of safety standards, practices and procedures applicable to area of assignment.
6. Skill in written and oral communications.
7. Ability to establish and maintain effective working relationships with employees, supervisors, other departments, officials and the public.
8. Ability to make decisions independently in accordance with established policy.
9. Ability to perform recurring duties independently and to complete new tasks with limited supervision.
10. Ability to ability to work harmoniously with other employees and to deal tactfully with the public.
11. Ability to work as a team member.
12. Ability to maintain regular and predictable attendance to serve customers/interact with (co-workers/supervisor/patrons/clients, etc.)/attend meetings, training, etc./other face-to-face job requirements.
13. Ability to perform the essential functions of the job.

**4.** **Tools and Equipment Used:**

1. Standard office equipment including telephones, computer, printer, fax machine and copy machines; Computer software (Choose all that apply):

MS based word-processing, spreadsheet, and/or data base programs

Outlook or other email communication.

Internet and/or social media

Presentation or desktop publishing software

Specialized or custom software

1. Vehicle - Car/pickup/van/SUV

**5.** **Supervision:**

1. This position does not supervise other staff.
2. This position does provide lead worker direction for volunteers, interns, part time and seasonal staff.
3. This position reports to the Parks and Recreation Director. Supervision received is (Choose one):

Direct. Supervisor provides assignments, directs work on a regular basis, and tasks or procedures are usually well defined.

General. Work is assigned more generally and the employee has some autonomy to determine the order or manner in which the work is completed. Existing practices and procedures are used as guidelines to determine work methods.

Limited. Work is performed highly independently with little direction. Position has significant decision-making discretion. Work is evaluated for overall effectiveness.

**6.** **Communications**:

1. Communications are: (*Choose one*)

Primarily with other City staff and/or customers.

Regularly includes others outside the organization (not customers), such as vendors, contractors, attorneys, agents, or business partners.

Routinely with leaders inside and outside the organization such as department heads, City Councilors, public officials from other agencies, and/or community leaders.

1. The communications may be (*Check any that apply*):

Complex

Controversial

Confidential

Have significant impact (affect City services or reputation, or have legal or financial consequences)

**7.** **Cognitive Functions**: *Check the one that most closely aligns to position:*

Tasks require the employee to remember complex processes and/or be able to perform multi-step jobs without step-by-step instructions. Requires a moderate level of independent thinking and reasoning.

Tasks are highly creative or complex and requires significant mental exertion that would typically require specialized schooling, training, certification or a license to be able to accomplish. Employee has some control over the planning and performance of the work, and may determine their own practices and procedures.

Responsibilities include significant accountability (i.e. could expose the City to risk or liability, generate public censure, or impact the work or reputation of the City.) Work is performed highly independently. Employee has significant control over the planning and performance of the work, and may develop or recommend new practices and procedures.

Responsible for developing or approving programs/services; determining quantity and/or quality standards; and monitoring, evaluating, and analyzing program effectiveness to determine success or failure. Routinely engages in autonomous problem-solving. May include developing and implementing policies, procedures or regulations.

1. **Problem Solving:** *Indicate the nature of problems regularly encountered by this position. Check only one box.*

Most situations are resolved using standard procedures and established guidelines.

Situations are somewhat varied; requires application of specific technical skills and expertise.

Varied situations that require significant analysis or interpretation; general precedents and practices used, but may be modified.

Highly varied and unpredictable situations, complex and often non-recurring; new and creative approaches required.

**9.Work Environment*:*** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

1. Work is performed primarily indoors. Work is most often in a temperature controlled office.
2. Strength Rating (see attached definitions) is: Sedentary .
3. Hazards include:

Office environment / no specific or unusual physical or environmental demands.

Work on and around heavy construction equipment \_\_\_\_%

Exposure to toxic elements/hazardous chemicals \_\_\_\_%

Work at heights in excess of 20 feet \_\_\_%

More than occasional exposure to poor air quality (excessive dust, smoke, fumes, gases, etc.) \_\_\_\_%

Exposure to weather or temperature extremes >1%

Isolation \_\_\_\_%

Exposure to light or noise extremes \_\_\_\_%

Regular travel outside the City \_\_\_\_%

Risk of injury \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(list) \_\_\_\_%

Significant physical exertion required to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_%

Other (describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. General hours of work are 7:00 a.m. – 4:00 p.m. Monday – Friday. Variations include (check all that apply):

Frequent or regular overtime

Subject to emergency call out

Split or Night shifts

May be required to work department events and activities on evenings or weekends.

**10.** **Resource Accountability:**

1. Check item(s) that describe involvement in the budgetary process:

Not applicable  Input  Prepare  Forecast  Monitor  Approve

1. This position has resource accountability for the following level of assets (choose one):

Significant – as would be typified by purchasing authorization up to $25,000, or responsibility for operation or use of very high-level equipment/assets.

Moderate – as would be typified by purchasing authority up to $5,000 or responsibility for operation or use of equipment/assets of moderate value.

None/Low – employees with no purchasing authority or responsibility for operation or use of equipment/assets of modest value.

1. Persons in this classification are responsible to make purchasing decisions resulting in the most efficient solution for the lowest cost.

*The job classification description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

Drafted:

Adopted:

Revised: August, 2020

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Employee Acknowledgement/Date Supervisor Approval/Date

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Department Head Approval/Date Administration Approval/Date

Overall Job Strength Rating Definitions

(Oregon Workers’ Compensation Rules, Div. 436-035-0012)

**S - Sedentary** – exerting up to 10 pounds of force occasionally, or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects. Job is mostly sitting, but brief walking and/or standing (occasionally) may be required.

**L – Light**  - exerting up to 20 pounds of force occasionally, or up to 10 pounds of force frequently, or a negligible amount of force continually to lift, carry, push, pull or move objects. Job is largely sitting, but more than sedentary walking or standing may be required. Work is light if job tasks are done sitting, but considerable upper body or arm movement or use of leg controls is involved.

**M – Medium** - exerting 20 to 50 pounds of force occasionally, or 10 to 25 pounds of force frequently, or greater than negligible up to 10 pounds of force continually to lift, carry, push, pull or move objects. Standing, walking, and/or other positional physical movements may be occasional to frequent.

**H – Heavy** – exerting 50 to 100 pounds of force occasionally, or 25 to 50 pounds of force frequently, or 10 to 20 pounds of force continually to lift, carry, push, pull, or move objects. Walking, standing, and other positional physical requirements may be frequent to continual.

**V/H – Very Heavy** – exerting in excess of 100 pounds of force occasionally, or in excess of 50 pounds of force frequently, or in excess of 20 pounds of force continually to lift, carry, push, pull, or move objects. Walking, standing, and other positional physical requirements may be frequent to continual.