

 **City of Pendleton**

 **Job Description**

 **Communications Specialist**

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| **Department**: Administration  | **FLSA**: Non-exempt |
| **Reports to**: City Manager  | **Representation**: Unrepresented (part-time) |
| **Pay Range**: Part-time Scale  | **Date**: January, 2022  |

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

Responsible for planning and implementing an effective communications plan; timely production and dissemination of communications materials related to City news, services and events; maintenance and assessment of various print, electronic and social media outlets; and facilitating a seamless flow of internal and external communications. Represent the City in a professional, courteous and positive manner.

**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. Community Engagement Conducts City-wide information activities in conjunction with department staff that is designed to promote the City’s programs, accomplishments and points of view. Plan, coordinate, and develop strategic and professional communications that contribute toward a positive image of the City. Promote transparency of City initiatives. Increase public awareness of and community engagement in City events, operations, news and services. Coordinate with all City departments on major communications projects and events ensuring content is consistent in tone, look and feel, and engaging to target audiences. Write creative, clear, informative, appealing, engaging and persuasive communication materials. Coordinate development and deployment of multi-media content for City initiatives and emerging issues.
2. Professional Communications Serves as a key advisor and assists City Council and departments in planning and executing communication and public relations efforts in order to achieve the City’s communication objectives. Works with City staff and departments to write, edit, publish, and/or distribute press releases, media advisories, social media posts, radio spots and other communications as necessary. Develops web communications strategy and content that is sensitive, high priority, cross-departmental, and/or related to key initiatives. Partners with Information Technology Department on web functionality, content updates and site improvements. Maintains contact with department and division heads to ensure communications needs are addressed in a timely and professional manner. Prepares draft press releases as needed and coordinates with involved department staff to achieve final edited and approved products.
3. Planning/Goals Assists the City Council, City Manager and City departments in planning, creating and implementing communications programs promoting the vision, goals, activities and image of City government to the community. Collaborate with the City's executive team on a variety of communication initiatives. Develops and implements yearly communications goals consistent with the City’s communication plan and Council goals. Develops and recommends new communications methods and enhancements to better achieve City goals. Collects and analyzes website and social media data including traffic, user feedback and develops reports to evaluate success of communication efforts.
4. Guidelines Establish protocols for topics such as style guide, media relations, graphic design, website layout, and community engagement strategy, recognizing that guidelines will vary between departments depending on their communication needs. Assists staff to ensure that external communications have a consistent, professional tone and reach the intended audience.
5. Monitor Current Events Attend designated City-related events or meetings to assist with communications coverage. Remains current on emerging issues, local news and community events. Keeps management informed of significant media coverage that may require a response from the City. Stays abreast of City operations and is accessible to staff and Council. Assists with posting of events to social media and the City calendar as requested from staff or public. Assists with timely responses to social media posts.
6. Internal Communication Assists with development of internal communications efforts. Make recommendations to the City Manager of key topics or messaging important to staff. Recommend best forms of communication (email, Zoom or in-person meetings, Alert Sense, etc.), depending on urgency and subject matter.
7. Media Relations Maintains effective media relations by providing reporters with timely and accurate information. Fields media inquiries directly or refers to correct staff person(s). Monitors and assesses media coverage on matters related to the City.
8. Special Projects Assist with planning, implementing and managing special events. Coordinates production and distribution of special communications projects as needed.

**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. Remains informed of current issues affecting communications and newly emerging trends in the field.

2. Oversees the development and maintenance of the official City web site and works with staff and the host of the site to maintain up-to-date information and achieve design and communication goals.

3. As assigned, may conduct special studies and prepares analyses or reports related to a variety of policies, procedures, cost effectiveness, service delivery, community engagement, and external communications. Presents reports orally and in writing. Collaborates on studies and any related implementation efforts with appropriate City officials, staff and/or City Council.

4. 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. High School Diploma (or GED)
2. Associates or Bachelors Degree in communications, marketing, business, public relations or a related field is preferred, but not required for the position; and
3. 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

[x]  3 – 5 years

[ ]  5 – 8 years

[ ]  Other

Describe experience: Three (3) to five (5) years of increasingly responsible related experience in public relations, communications, journalism or a related field, with an emphasis in print production and circulation, publication editing, and professional social media management. Experience in graphic design would be a bonus.

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:** *Note any specific knowledge, skills or abilities needed for this position. Add or delete from the sample list below.*

1. Knowledge of professional level communications and desktop publishing for in-house design and publication.
2. Knowledge of public administration and local government services and processes.
3. Ability to analyze complex or technical information from different sources and synthesize the information into communications documents that are accessible to the general public.
4. Knowledge of City policies, procedures, regulations, and codes related to area of responsibility.
5. Knowledge of safety standards, practices and procedures applicable to area of assignment.
6. Ability to operate computers proficiently.
7. Knowledge of document-design programs, web page editing and social media maintenance.
8. Skill in the effective use of English composition and language, media practices and procedures, web management concepts, tools and software
9. Skill in creative writing and communication.
10. Skill in writing press releases, media advisories, articles and advertisements. Ability to write and edit in a variety of writing styles. Ability to draft materials on a wide range of topics. Strong editing and proofreading skills.
11. Skill in customer service practices and techniques.
12. Ability to work independently in the absence of direct supervision.
13. Ability to maintain regular and predictable attendance to serve customers and interact with co-workers/supervisor/patrons/clients, etc., to attend meetings, training, etc.
14. Ability to establish and maintain effective working relationships and work effectively as a team member.
15. Ability to Communicate effectively and professionally with diverse audiences, including the public and City personnel at all levels; advanced skills in written and spoken communications.
16. Ability to perform work in a manner consistent with the City’s Core Values of: Respect, Integrity, Caring, Responsibility, Citizenship, Cooperation and Industriousness.
17. Ability to perform the essential functions of the job.

q) Ability to write and produce effective public announcements and event-related promotional materials.

**4.** **Tools and Equipment Used:** *List specialized tools or equipment needed to perform tasks. Add or delete from the sample list below.*

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

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

[x]  Outlook or other email communication.

[x]  Internet and/or social media

[x]  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 may provide lead worker direction for other staff engaged in preparation of external communications.
3. This position reports to the City Manager. Supervision received is (Choose one):

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

 [x]  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.

[x]  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*):

[x]  Complex

[x]  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.

[x]  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.

[x]  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: Light .
3. Hazards include: *Check all that apply and include the percentage of time exposed to the listed hazard:*

[x]  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 \_\_\_%

[ ]  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. – 3:30 p.m. Monday – Friday. Variations include (check all that apply):

[ ]  Frequent or regular overtime

[ ]  Subject to emergency call out

[ ]  Split or Night shifts

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

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

[ ]  Not applicable [x]  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.

[x]  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: 1/6/22

Adopted:

Revised:

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Employee Acknowledgement/Date Supervisor Approval/Date

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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.