

CHIEF COMMUNICATIONS LIAISON

PURPOSE: Coordinate and serve as leadworker in the City's public information/media relations programs.

FUNCTIONAL AREAS: Under limited supervision:

1. Plan, develop, and implement the City's public information programs.
 - * A. Collaborate with public officials to create programs that present information to the public.
 - * B. Develop information programs that maintain a visible and positive image for the City.
 - * C. Analyze current situations and trends that have public affairs implications for the City.
 - * D. Develop policy statements on various public affairs implications for the City, and submit them for approval.
 - * E. Audit and review communications activities to ensure their maximum effectiveness.
 - * F. Maintain an awareness of all City operations, related projects, and activities.

2. Direct and coordinate the dissemination of information to develop public awareness of City programs, accomplishments, and positions on current issues.
 - * A. Counsel management on methods of responding to situations and trends that is of public concern.
 - * B. Serve as staff to top management, specializing in public affairs but also performing other activities as assigned.
 - * C. Exercise guidance for public affairs activities of City government and its affiliated agents.
 - * D. Serve as liaison with governmental, industrial, civic, professional, citizen, and other groups whose interests are affected by the City's actions.
 - * E. Assist City managers with maintaining favorable relations with the community.
 - * F. Coordinate the release of public information concerning City activities in response to inquiries from the public, organizations, and other parties.
 - * G. Establish standards for the format and content of City publications, newsletters, and bulletins.
 - * H. Direct the preparation and dissemination of material of City-wide significance for use in publications.
 - * I. Provide supervision, coaching, and feedback to other City employees who perform communications functions.

3. Perform technical work associated with the delivery of the City's communications programs.
 - * A. Maintain current information on trends, developments, and problems concerning City activities to be used as the basis for planning public affairs programs.
 - * B. Prepare and/or review speeches, statements, reports, and testimony to be delivered before legislative, governmental, business, and community organizations.
 - * C. Prepare special interest publications, exhibits, videotapes, and other public information devices for external distribution.
 - * D. Prepare periodic or annual reports for various subunits of City government.
 - * E. Serve as company spokesperson or representative for the release of public information.
 - * F. Analyze and respond to inaccurate or negative reports regarding City activities in order to clarify the City's position.
 - * G. Assist with and participate in marketing activities on behalf of the City's operations and programs.

JOB REQUIREMENTS

1. Education and Experience

- * Graduation from college with major coursework in Journalism, Mass Media, English, or a related field, plus four (4) years of responsible experience in public relations or in print or broadcast media; OR six (6) years of responsible experience in public relations or in print or broadcast media; OR a combination of six (6) years of education and experience which is determined by management to be equivalent.

2. Knowledge

- * A. Extensive knowledge of the principles of journalism and media relations.
- * B. Extensive knowledge of proper English grammar.
- * C. Knowledge of marketing and public relations principles.
- * D. Knowledge of public administration principles and practices.
- * E. Knowledge of supervisory practices.

3. Skills

- * A. Demonstrated skill at working under tight timelines with limited supervision.
- * B. Demonstrated keyboard skills which include the current capacity to type 40 net words per minute.
- * C. Skill in communicating logically, persuasively, and accurately both orally and in writing.
- * D. Skill in operating a variety of equipment including personal computers, desktop publishing software, traditional layout equipment, 35mm cameras, video cameras, etc.

4. Abilities

- * A. Ability to plan, direct, coordinate and evaluate various communications programs.
- * B. Ability to communicate on a one-to-one basis or before groups to provide or obtain information.
- * C. Ability to work under pressures of time and conflicting demands.
- * D. Ability to develop and maintain effective working relationships with public officials, community organizations, management, and the public.
- * E. Ability to read and comprehend complex materials, often involving legal or technical matters of which the employee may have little prior knowledge.
- * F. Ability to make public presentations.
- * G. Ability to transport (usually by lifting and carrying) materials and equipment weighing up to 25 pounds per load for presentation at public meetings.
- * H. Ability to transport oneself to, from, and around sites of public meetings, programs, and projects.

* Essential functions, or job requirements necessary on the first day of employment

HR:	Union: Basic	EEOC: Professionals	CSB: 19931207	Class No: 4124
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