

PUBLIC INFORMATION AND COMMUNITY OUTREACH COORDINATOR

DEFINITION

To perform professional public communication duties to facilitate Citywide activities involving the coordination and dissemination of information to the public and media; to develop methods and techniques for accomplishing improved communication between the general community, special targeted audiences, the media and the City; to serve as the City's Public Information Officer; and to provide professional level support to the City Manager.

DISTINGUISHING CHARACTERISTICS

This is the journey level in the single level professional Public Information and Community Outreach Coordinator class. Incumbents initially perform the more routine duties assigned to positions in this class and work under close supervision. However, as experience is gained, incumbents are expected to perform the full range of duties as assigned with increasing independence.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Assistant City Manager and City Manager.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Coordinate and perform professional public communication duties to facilitate City activities involving the coordination and dissemination of information to the public and media; develop methods and techniques for accomplishing improved communication between the City and general community.

Collaborate with the City Manager, Department Directors and others to develop, through public outreach such as general meetings and surveys, a comprehensive, annual Community wide plan; outline the City's communication objectives, identify tools and activities to implement those objectives; improve public access to timely, accurate, helpful information about the City and its services; provide the public with a variety of easy and accessible ways to engage with the City; promote transparency in the City's decision-making process and outcomes of key City-wide issues; reevaluate tools to better reach underserved populations.

Develop and utilize communication strategies to inform and promote City activities, both internally and externally, including in print, on Website, Intranet, and in social media; create and write daily content regarding City news and events.

Serve as the City's Public Information Officer and lead crisis communications efforts in emergency situations.

Develop, implement and coordinate marketing and outreach programs for community engagement; strengthen the social media outreach; oversee and ensure Intranet and Internet web sites and other materials are accurate and up to date; proactively address issues and misinformation through communication.

Prepare internal and external newsletters both paper and electronic, including to write, edit, layout, arrange photograph placement, and schedule and coordinate the printing and distribution; oversee and produce video programming; write speeches and thought-leadership articles, and develop talking points for City staff and officials regarding programs, services and topics of community interest.

Analyze the effectiveness of communications and outreach efforts via digital analytics and quantitative and qualitative data.

Coordinate the creation and dissemination of marketing assets and resources; write and create news and informational content via print, digital and multimedia platforms.

Respond to public, radio, television, print media and other electronic media and forums with information about programs and services as well as unusual circumstances/situations of immediate public interest; may act as the City's media representative and spokesperson.

Coordinate with departments to ensure information to the community is clear, accurate and comprehensive; work with staff to plan, organize and launch programs; prepare pamphlets, brochures and flyers; write copy for promotional materials of public interest.

Develop positive relationships with media by proactively reaching out to them with City news and information and preparing news releases; research and organize information and material and write copy; be available to the media to ensure information is being provided in an effective and efficient manner.

Provide technical assistance to City management and staff on digital communications software, how to effectively talk with the new media, and social media best practices.

Build and maintain positive working relationships with co-workers, other employees and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles, best practices and modern techniques of public information, dissemination, communication program development, media relations, crisis communication, and content-marketing.

Methods and procedures to utilize computer applications and technology related to the work, including but not limited to, web design and maintenance, video production, presentation software, and image editing software.

The general functions and activities of municipal government and public administration and specific City of Healdsburg news, events, programs, projects and goals.

Methods and techniques of clear, concise and accurate oral and written communications.

Ability to:

Develop and manage complex communication and marketing projects in support of City operations and the strategic plan.

Effectively prepare and deliver oral presentations and compose clear and organized correspondence, reports, press releases, proclamations, speeches, thought-leadership articles and other written materials.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Effectively represent the City with governmental agencies, news media, community groups, employee groups, and various business and professional organizations.

Communicate technical information including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Relevant local, State, and Federal laws, rules and regulations related to area of assignment.

Utilize appropriate safety procedures and practices for assigned duties.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Communicate clearly and concisely, both orally and in writing.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Four years of responsible professional public communications, media relations, public relations or content-marketing experience including the development and implementation of communication and marketing programs.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in journalism, communications, public relations, marketing or a related field.

License and Certificate

Failure to obtain or maintain such required license(s) may be cause for disciplinary action.

Possession of a valid California Class C Driver License may be required at the time of appointment. Individuals who do not meet this requirement due to a physical disability will be considered for accommodation on a case-by-case basis.