

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Communications Specialist

Department: Varies

Pay Grade: 511

FLSA Status: Exempt

Job Code: Z107

JOB SUMMARY

The purpose of this classification is to coordinate implementation of information, communications, and publicity programs for the City or for an assigned department.

ESSENTIAL JOB FUNCTIONS

- Provides information to the public regarding City government: promotes City/departmental programs, projects and facilities; keeps the public informed about City/departmental operations, programs, services, activities, and issues; responds to inquiries or comments from the public, answers general questions, resolves problems/complaints, or refers questions to appropriate individual/department; and provides/publishes agendas, notices, and other information in compliance with Open Records and Open Meetings requirements and legislation.
- Coordinates media relations activities for the City: assists with press conferences, answers media inquiries and provides information to members of the media; determines timeliness and appropriateness of information to be released; writes press releases, compiles press packets, and distributes information to the media; reviews and approves press releases and all communications written by city departments; and maintains positive working relationships with members of the regional media force.
- Coordinates and participates in the development, research, writing, editing, design, production, and publication of various reports and communications materials, including articles, reports, brochures, newsletters, video scripts and other publications; posts to all City of Roswell social media accounts; conducts graphic design and production of various publications; coordinates printing projects to ensure compliance with established specifications, policies, and procedures; designs, prepares, and delivers presentations;

reviews and approves internal and external communications produced by other departments.

- Assists in the development and implementation of policies and procedures pertaining to city communications and compliance with legislation governing public information, records, and meetings.
- Assists with development and maintenance of information for publication on the City's web sites, Intranet, government access channel, information channels, and other media.
- Assists in the coordination of social media management and online communications.
- Assists in internal communications, public outreach, and special event planning.
- Assists in the coordination of media relations in emergency response situations: assists in responding to media on all crises requiring a public information response.
- Monitors local, state, and national newspapers, television/radio broadcasts, and other sources for information pertinent to City government operations/activities: identifies news/information with potential impact on the City or the assigned department; advises City management of news articles/issues of potential media interest; and studies local news to gauge public interests and reactions to city related concerns.
- Coordinates projects and activities with other departments, outside agencies, or others as needed: encourages contribution of information and participation from other departments; monitors and assists with development of interdepartmental communications.
- Assists with development, implementation, and maintenance of strategic plans for public information, communications, and public relations: develops and implements survey tools to measure effectiveness of public information and customer service; and researches, drafts, and recommends policies as appropriate to community information functions.
- Researches and compiles various statistical or administrative data: researches and compiles information for production of publications; analyzes data and identifies trends; summarizes data and prepares reports and presentations; conducts research of Internet sites, electronic data sources, hardcopy materials, or other sources as needed.
- Prepares or completes various forms, reports, correspondence, requisitions, purchase orders, calendars, schedules, monthly/annual reports, news releases, newspaper articles, advertisements, newsletters, flyers, brochures, pamphlets, presentations, or other documents.
- Receives various forms, reports, correspondence, print authorization forms, work requests, invoices, calendars, schedules, newspaper copy, advertisements, photographs, draft materials, graphs, charts, statistical data, strategic plans, graphics/design manuals, professional journals, publications, specifications, ordinances, policies, procedures, manuals, directories, reference materials, or other documentation; reviews, completes, processes, forwards or retains as appropriate.
- Operates a personal computer, general office equipment, audio/visual equipment, digital camera, laminator, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, desktop publishing, presentation, graphics/design, photo management, e-mail, Internet, or other computer programs.
- Communicates with supervisor, employees, other departments, City officials, the public, the media, community groups, outside agencies, public information professionals, vendors, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

- Attends meetings, serves on committee, and makes presentations as needed; attends various community activities and events on behalf of the city.
- Maintains a comprehensive, current knowledge of applicable laws/regulations; maintains an awareness of new trends and advances in the profession; reads professional literature; attends seminars, workshops, and training sessions as appropriate.
- Performs various administrative, clerical, and support tasks related to departmental functions, including taking photographs, reviewing print specifications for publications, and distributing news releases.
- Provides assistance to other departments as needed.
- Performs other related duties as required.

ADDITIONAL JOB FUNCTIONS BASED ON DEPARTMENT

Administration/Recreation and Parks

- Assesses, advises, creates, produces, tracks, and distributes all digital and print marketing collateral for the Roswell Recreation, Parks, Historic and Cultural Affairs Department, which includes material promoting activities, programs, events, and PSAs, such as park closures, facility maintenance, and all emergency public correspondence.
- Analyzes registration numbers and determines time-sensitive measures needed to increase participation.
- Develops community outreach programs and initiatives, including civic education campaigns and municipal government education programs.

Transportation

- Identifies volunteer staffing needs and ensures volunteers are recruited to fill available opportunities.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires a Bachelor's degree in Journalism, Marketing, Public Relations, Communications, or closely related field; supplemented by three (3) years previous experience and/or training that includes public/media relations, social media communications, electronic communications, marketing, graphic design and desktop publishing, and personal computer operations; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Licenses or Certifications:

- Additional certifications may be required based on assignment.

Special Requirements:

- None

Knowledge, Skills and Abilities:

- Knowledge of communications and journalism principles and practices.
- Knowledge of various media and their effectiveness in communicating to the public.
- Knowledge of graphic design elements, printing processes, and layout/production techniques.

- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, presentations, and the Internet.
- Ability to write, develop, prepare, and edit effective communication and promotional materials; and must be able to develop and deliver effective public presentations.
- Ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.
- Ability to apply principles of persuasion and/or influence over others in coordinating activities of a project, program, or designated area of responsibility.
- Ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

PHYSICAL DEMANDS

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed without exposure to adverse environmental conditions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.