

SANDY CITY
DRAFT CLASS SPECIFICATION

- I. Position Title: Communications and Public Engagement Coordinator - City Council

Revision Date:

EEO Category: Professional

Status: Exempt (Admin.)

Control No.

- II. Summary Statement of Overall Purpose/Goal of Position:

An appointed position under the general supervision of the City Council Executive Director, the Communications and Public Engagement Coordinator exercises a broad working knowledge of local government, public information and community promotion programs and procedures to design and drive communications initiatives that promote public understanding of City Council policies, goals, and strategies. The Communications and Public Engagement Coordinator defines messages, identifies stakeholders, determines appropriate communication tools, and produces the communication pieces for the City Council.

- III. Essential Duties:

- A. **Communication with the Public:** The Communications and Public Engagement Coordinator is responsible for creating, maintaining, and distributing communications and messaging material for the public and outside organizations.

These duties include the following:

- i. Draft and distribute press releases, news advisories, and other press material;
- ii. Design and distribute print and digital material for the public, including fact sheets, infographics, public comment forms, pamphlets, fliers, and materials for social media and the Council's website;
- iii. Create, film, organize, and edit videos for the purpose of communicating Council initiatives and goals, including news releases, notable events, and promotional materials;
- iv. Take pictures and/or video at Council events such as Council meetings, outreach meetings, groundbreakings, community gatherings, and news conferences for the purpose of posting to the Council's social media accounts and maintaining a photographic record;
- v. Draft letters and other official correspondence for Council members;
- vi. Monitor, manage, and post to the Council's social media accounts and the Council's website;

- vii. Design and administer citizen surveys;
- viii. Work with the City's Public Information Officer (PIO) to coordinate and distribute press releases and news advisories to the Council and to the public in emergency or incident management situations; and
- ix. Work to expand the Council's social media reach and impact.

B. Communication with the Council and City Staff: The Communications and Public Engagement Coordinator is responsible for a wide range of communications with Council members and with Council and Administrative Staff. These duties include the following:

- i. Communication Skills: Contacts with other departments, outside organizations, and the public; furnishing and obtaining information; regular and frequent contact with persons of high rank, requiring tact and judgement; requires well developed political instinct and sense of strategy and timing; contact with City management and the public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules; influencing others to obtain desired results; using sound judgement to avoid friction; communicating effectively verbally and in writing.
- ii. Review daily news outlets, compiling and forwarding pertinent articles to the Council and Council Staff;
- iii. Create, organize, and implement comprehensive communications plans in response to Council directives;
- iv. Monitor and disseminate public input received via mail, phone, email, and social media;
- v. Coordinate ceremonial resolutions, proclamations, and joint endeavors with the Mayor's office;
- vi. Prepare and present periodic communications updates to the Council;
- vii. Provide communications training to the Council no less than once per year, including media/press training and social media training; and
- viii. Participate in the design and organization of public meetings and events designed to allow Council members to interact with the public and other groups.

C. Public Relations and Data Maintenance: The Communications and Public Engagement Coordinator is responsible for maintaining relationships with the public, the media, and other organizations with which the Council has ongoing interaction. These duties include the following:

- i. Compile and maintain constituent database, and stakeholder and citizen groups related to specific projects or issues relevant to the Council and distribute information to those groups as needed;
- ii. Represent the Council by serving on and participating in technical advisory committees, stakeholder groups, steering committees, and other ad hoc groups related to projects, studies, and initiatives in which the City is participating;

- iii. Prepare and present information to stakeholder groups to further explain Council communications initiatives;
- iv. Work with the media as a resource in obtaining and disseminating information; set up meetings with members of the media to discuss Council goals and initiatives; and

D. **Council Meetings, Office Work,:** The Communications and Public Engagement Coordinator is responsible for a wide range of tasks assisting the Council in the performance of its duties, working as a member of the City Council Staff, and maintaining records and communications materials. These duties include the following:

- i. Attend and manage audio and video equipment at all Council meetings;
- ii. Manage and set up presentations and other graphical material to be used for presentations by City Staff at Council meetings;
- iii. Attend and document special events at which Council members are present, including occasional events after hours and on weekends;
- iv. Provide basic office coverage as needed, including answering phones and greeting the public;
- v. Develop and maintain a Communications Work Plan;
- vi. Perform research and other analysis as directed;
- vii. Attendance and punctuality are essential functions of this position. Employee is required to work as a team and frequently meet with co-workers and supervisors; employee is required to communicate in-person with the public during office hours and after when on call; and employee is required to use on-site equipment.
- viii. Participate in safety and risk management activities; take action to reduce liability to the city.
- ix. Perform other related duties and responsibilities as required.

IV. **Education and Experience:**

- Graduation from an accredited college or university with a Bachelor's degree in communications, public relations, or a related field
- Three to five years of professional experience in communications or related field. A Master's degree in communications, public relations, or related field may be substituted for up to two years of professional experience.
- Computer experience using PC applications such as Microsoft Office (Word, PowerPoint, Dreamweaver, Excel, Access), and Adobe (Photoshop, InDesign, Acrobat Professional, Premiere Pro, Illustrator, etc.)
- Experience with Website creation and maintenance
- Experience managing professional social media accounts is desired
- Related work experience with demonstrated experience in public relations, public participation, written and oral communications, government, media and press relations desirable

Certificates/Licenses: Requires a valid Utah driver's license.

Probationary Period: Not applicable. This is an appointed position exempt from the protections described in Utah Code Ann. Section 10-3-1105(1)(a).

Tool, Machine, and Equipment Operation: Requires regular use of office equipment, including computer, telephone, copy machine, printer and audio-visual equipment. Occasional use of personal or City vehicle.

Analytical Ability: Establish and maintain effective working relationships with employees, executives and the public; apply general problem solving and analytical principles to effectively deal with various situations; prioritize tasks; work well under pressure and impending deadlines; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations.

V. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects or controls. Moderate physical exertion is present because of moderate stooping and kneeling required. Employee may sit or stand for long periods of time and may occasionally move up to 20 pounds. Employee frequently communicates with others.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Moderate pressure and fatigue are present due to frequent exposure to stressful situations as a result of human behavior and frequent deadlines; limited evening and weekend work required; very frequent contact with employees and the public; near constant mental application; occasional exposure to inclement weather conditions visiting work places and work sites of employees, or attending offsite meetings.

The above statements are intended to describe the general nature and level of work being performed by the persons(s) assigned to this job. They are not intended to an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIVISION APPROVED BY: _____ DATE:

PERSONNEL DEPT. APPROVED BY: _____ DATE:
