



## CITY OF CITRUS HEIGHTS

### COMMUNICATIONS OFFICER

#### **DEFINITION**

To promote professional communications throughout the City of Citrus Heights. Under general supervision, performs a wide variety of communication and marketing projects to promote the City brand, department programs, City projects, and events; creates video content for informational and promotional purposes; develops public service announcements and marketing presentations in a variety of media; serves as a community representative and media spokesperson; and performs community outreach assignments to assist with the City's communications needs.

#### **DISTINGUISHING CHARACTERISTICS**

This is a journey level professional classification performing the full range of duties assigned. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

#### **SUPERVISION RECEIVED AND EXERCISED**

- Receives direction from the Economic Development and Communications Manager, or higher level executive staff.
- May exercise direct supervision over technical and administrative support personnel.

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

- Plan, research and develop content for digital newsletters, city website, responses and related materials. Maintain editorial calendar.
- Strategize and create written and visual content for social media channels, including video content; create and maintain social media editorial calendar; manage all aspects of social media channels including responding where appropriate and measuring effectiveness.
- Plan and coordinate logistics for community events, grand openings, and ribbon cuttings; research and book vendors and venues; attend City events, program meetings, and activities as assigned.
- Research, plan, draft, design, edit and distribute a variety of materials, including fact sheets, brochures, news articles, annual reports and presentations.
- As a member of the team, coordinate media relations opportunities, including research, plan, draft, and finalize media advisories, news releases, key messages, Q&A, talking points, video news content and photography; conduct media trainings; serve as spokesperson, as needed. Support emergency communication efforts and media management during a crisis situation.
- Assist in the evaluation of marketing and public relations activities based on metrics; analyze data for insights; recommend improvements and modifications; prepare various reports on operations and activities.
- Serve on a variety of City committees or project, department or interdepartmental teams; attend meetings and make presentations to City Council, staff or other organizations.
- Promote a positive City image by maintaining excellent internal and external customer relations. Answer questions and provide information to the public; investigate complaints and recommend corrective action as necessary to resolve complaints.

- Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.
- Demonstrate political acumen by representing the City professionally at all times; deal positively with controversial or sensitive issues, assist with facilitating community participatory decision making to resolution, and gaining cooperation through discussion and persuasion; exercise initiative and independent astute judgment; and interview, investigate, problem solve, and negotiate effectively.
- Communicate frequently with appropriate members of management regarding issues of concern related to public image or community relations.
- Assist in developing a strategy and plan for public information delivery; develop feedback opportunities to strengthen one-way and two-way communication and support citizen participation in public policy formulation.
- Assist with program budget preparation; obtain bids; monitor expenditures; reconcile bills.
- Perform related duties as assigned.

### **MINIMUM QUALIFICATIONS**

#### **Knowledge of:**

- Principles and practices of communications, public relations, promotions, advertising, media relations, marketing and event management.
- Social media channels and trends (i.e., Facebook<sup>®</sup>, Twitter<sup>®</sup>, Instagram<sup>®</sup>, Pinterest<sup>®</sup>, Nextdoor<sup>®</sup>, etc.)
- Methods of presenting and disseminating public information through various media, including newspapers, radio, television, and websites.
- Advanced methods and techniques of research writing and editing.
- Principles and practices of special event planning, coordination and promotion.
- Principles and practices of project management.
- Principles of budget monitoring.
- Techniques and methods of effective oral and written presentation.
- Principles and techniques of photography, video and video editing.
- Graphic design principles and layout techniques and methods of effective publishing.
- Audio visual equipment and use.
- Modern office technology and general office methods, equipment use and procedures.
- Computer applications related to desktop publishing, word processing, spreadsheets, and graphic presentations (ex. MS Office Suite, Adobe Suite, Canva, Constant Contact, iMovie); and the internet.
- Principles and practices of good customer service.
- Correct English usage and journalistic styles appropriate for print, social media and broadcast use.
- Pertinent local, State and Federal laws, ordinances, City functions, policies, rules and regulations.
- Techniques and principles of effective interpersonal communication.
- Principles and practices of safety management.

**Ability to:**

- 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.
- Independently prepare a wide variety of public information and marketing collateral.
- Understand, interpret, and deliver the key messages and missions of various departments.
- Develop, design and produce public relations and marketing materials as needed.
- Direct and create video programming that effectively shares the appropriate message to the community.
- Plan and coordinate programs and special events related to community relations and media liaison.
- Work on concurrent assignments under time constraints; meet publication and distribution deadlines.
- Maintain integrity of work by taking responsibility and accountability for completion of work and customer interactions.
- Maintain punctuality and attendance at work.
- Use desktop publishing, word processing, spreadsheet, and graphics computer software applications with proficiency.
- Effectively contribute collaboratively to a team effort.
- Publish professional written promotional material; edit and proofread with a high degree of accuracy.
- Exercise initiative and highly astute judgment in sensitive situations.
- Provide high quality, economical services to the Citrus Heights community, placing emphasis on responsive customer service.
- Demonstrate a civic entrepreneurial spirit by generating new, innovative ideas and development of better methods to accomplish tasks and complete projects.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- 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.
- Use principles of effective office safety including use of equipment in a proper and safe manner, use of preventative personal ergonomic techniques, and maintenance of safe housekeeping in personal and common workspaces.
- 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:**

Two years of responsible public relations or public communications experience.

**Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public administration, or a related field. A Master's degree in a related field is highly desirable.

**License or Certificate:**

Possession of, or ability to obtain, a valid California driver's license and proof of automobile liability insurance are required.

**WORK SCHEDULE**

Work non-traditional and/or extended hours, including early mornings, nights, weekends, and holidays.

**PHYSICAL/SENSORY REQUIREMENTS**

On a continuous basis, sit at a 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 25 pounds or less.

<b><i>File:</i></b>	<i>Communications Officer</i>
<b><i>FLSA:</i></b>	<i>Exempt</i>
<b><i>Created:</i></b>	<i>1/1/02</i>
<b><i>Revised:</i></b>	<i>7/29/03 Added Section 504 language; 04/11/06 modified language to reflect technology needs and clarify level of responsibility for PI contacts. 12/01/08 Title change to Public Information Officer. Changed text to reflect PIO will receive direction from Human Resources &amp; City Information Director. 09/01/2019: Title change to Communication Officer; update supervision to receive direction from Economic Development and Communication Manager; add digital and social media responsibilities.</i>