



Job Title	Public Communication Specialist II	FLSA Status	Exempt
Band	PRO	Probationary Period	12 Months
Zone	3	Job Code	12757

Class Specification – Public Communication Specialist II

Summary Statement:
 The purpose of this position is to provide responsible assistance in the strategic development, implementation, and coordination of media relations, marketing, advertising, digital media content, special events, community relations, and citizen participation activities; involve all City departments in public communication programs; and to perform a variety of tasks relative to assigned area of responsibility.

DISTINGUISHING CHARACTERISTICS:
 This is the full journey level class within the Public Communication Specialist series. Employees within this class are distinguished from the (I level) by the performance of the full range of duties as 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. Positions in this class are flexibly staffed and are normally filled by advancement from level I, or when filled from the outside, have prior experience.

Essential Functions	Note: Regular and predictable attendance is an essential function in the performance of this job.
Time % (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
55%	Analyzes communications needs and develops strategic communications plans for specific City departments. Identifies, researches, and plays a key role in the resolution of public issues having a high degree of impact on the management and operations of the City and effects citizen opinions. Researches, designs, develops, and implements communications, advertising, and marketing strategies including planning, copy writing, media buying, image positioning, and design and production of final product. Develops, researches, writes, edits, and markets City information to local, state, national trade publications and broadcast media in conjunction with the department's media marketing program. Researches, develops coordinates, and implements new options and alternatives for strategic communications planning for all City departments; participates in shaping public opinion and public perception; and identifies and creates key communications plans and statements.
25%	Works with internal and external focus groups and task forces to offer strategies for



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	<p>conflict resolution, public participation, and communications; monitors, evaluates, and analyzes the status of programs, situations, and events. Gathers, designs, writes, photographs, edits and coordinates the printing and distribution of internal and external newsletters; advises and assists departments in the development of the content for the City's website and social media presence. Creates and coordinates the design, production, and distribution of all externally and internally produced City video presentations.</p>
20%	<p>Prepares requests for proposal; reviews and investigates bids; analyzes costs and benefits; determines criteria for evaluating bids; and selects or recommends contract accordingly. Coordinates citizen participation and community involvement with City employees; and researches and develops programs of different community events. Provides 24-hour on-call assistance; and determines how and when to communicate to the public in crisis situations.</p>

<p>Competencies Required:</p>
<p>Human Collaboration Skills: Work requires regular interaction involving exchange and receipt of information.</p>
<p>Reading: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.</p>
<p>Math: Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.</p>
<p>Writing: Intermediate - Ability to write reports, prepare business letters, expositions, and summaries with proper format, punctuation, spelling, and grammar, using all parts of speech. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.</p>

<p>Technical Skills Required:</p>
<p>Skilled in a Technical Field: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.</p>



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Relevant Background and Formal Education: Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

Education: Bachelor’s degree from an accredited college or university with major coursework in communications, marketing, journalism, media, or a related field.

Experience: Three years of full–time public relations, communications, digital media content creation, or marketing experience.

Education and Experience Equivalency:

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

Certifications and Licenses: Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.	
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Supervision Exercised:

Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.

Supervision Received:

Receives General Direction: This job title normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.

Fiscal Responsibility: This job title has no budgetary responsibility.

Physical Demands: Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.



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Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never
Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

Machines, Tools, Equipment, and Work Aids: Computer, printer, copier, telephone, and standard office equipment.

Specialized Computer Equipment and Software: Microsoft Office.

The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.

Original Date: November 2014