



Job Title	Public Communication Specialist, Senior	FLSA Status	Exempt
Band	PRO	Probationary Period	12 Months
Zone	6	Job Code	18103

Class Specification – Public Communication Specialist, Senior

Summary Statement:
 The purpose of this position is to lead, oversee, and participate in the more complex and difficult work of staff responsible for the provision of public relations and marketing functions for City programs and operations; coordinate media marketing and freelance programs; and perform a variety of technical tasks relative to assigned areas of responsibility.

DISTINGUISHING CHARACTERISTICS:
 This is the advanced journey level class in the Public Communication Specialist series. Positions at this level possess a specialized, technical, or functional expertise within the area of assignment and may exercise lead supervision over assigned lower level staff. Employees are typically assigned significant responsibilities above the journey level and often exercise independent judgment in the performance of all duties. This class is distinguished in that it performs the most complex work assigned to series and serves in a working supervisory capacity over lower level staff.

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.
45%	Leads, plans, trains, and reviews the work of staff responsible for the provision of public relations and marketing functions for City programs and operations. Plans, directs, and participates in a wide variety of community special projects including the municipal and strategic planning programs, City sponsored events, reporting projects, and a variety of community involvement activities. Verifies the work of assigned employees for accuracy, proper work methods, and techniques and compliance with applicable standards and specifications.
30%	Coordinates media marketing and freelance programs; selects and hires freelance writers, photographers, and graphic artists; and coordinates activities in support of the assigned program. Consults with staff account representatives to determine budget availability for freelance programs; and develop projects and suggest marketing methods. Provides professional public relations, marketing, crisis communications, and strategic communication management in support of various City transportation services;



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	and markets transportation information to a broad range of internal, local, regional, national, and international audiences.
25%	Prepares analytical and statistical reports on operations and activities. Participates in the preparation and administration of assigned budget; submits budget recommendations; and monitor expenditures. Responds to public inquiries in a courteous manner; provides information within the area of assignment; and resolves complaints in an efficient and timely manner.

Competencies Required:	
Human Collaboration Skills:	Decisions regarding interpretation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.
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.
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.
Writing:	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Technical Skills Required:	
Advanced Skills and Knowledge:	Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

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 relations, or a related field.



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Experience: Five years of full-time responsible public relations, media, communications, 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.

Supervision Exercised:

Work requires supervising and monitoring performance for a regular group of employees or department including providing input or hiring/disciplinary actions and work objectives/effectiveness, performance evaluations, and realigning work as needed. A first line supervisor typically performs these functions.

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.

Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never



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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