



Job Title	Public Communication Technician	FLSA Status	Non-Exempt
Band	PAR	Probationary Period	12 Months
Zone	3	Job Code	12625

Class Specification – Public Communication Technician

Summary Statement: The purpose of this position is to provide responsible assistance in the strategic development, implementation, and coordination of media relations, marketing, advertising, special events, community relations, and citizen participation events.	
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%	Write, edit, and post material to City websites and social media; respond to website and social media inquiries; and answer media calls and work with members of the national, regional, and local media to share City stories.
25%	Write vignettes for Springs TV, media releases, opinion editorials, and other materials; and track and analyze media coverage trends on key issues of interest.
20%	Attend City events and other public outreach opportunities and work closely with the crisis communication team.

Competencies Required:	
Human Collaboration Skills: Work requires regular interaction involving exchange and receipt of information.	
Reading: Intermediate - Ability to read papers, periodicals, journals, manuals, dictionaries, thesauruses, and encyclopedias. Ordinarily, such education is obtained in high school up to college. 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.	



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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.

Technical Skills Required:
 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.

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: Equivalent to the completion of the twelfth grade (high school diploma or GED).
 Experience: One year of full-time public relations, communications, and/or news writing 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:
 Job has no responsibility for the direction or supervision of others.

Supervision Received:
 Receives Direction: The employee normally performs the duty assignment after receiving general instructions as to methods, procedures, and desired end results. There is some opportunity for discretion when making selections among a few, easily identifiable choices. The assignment is usually



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reviewed upon completion.

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
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