

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Communications Coordinator	Job Family: 2
General Classification: Professional	Job Grade: 31

Definition: To develop, implement, and support internal and external communication efforts, including assisting with media messages and inquiries, coordinating print, web, social, and video communication activities.

Distinguishing Characteristics: This position is a single-class position that receives general direction from the Assistant to the City Manager. May exercise supervision over support staff.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Coordinate content with departments on a variety of City documents, presentations, publications such as newsletters, annual reports, project-based communications, and City events, ceremonies, and meetings.
2. Coordinate the City's "Community Information Program," including public information, media relations, and cross-platform communications efforts.
3. Assist in coordinating City-wide messages and reply to media inquiries by facilitating information flow and dissemination.
4. Develop and oversee the delivery of specific outreach efforts to target population groups that may need assistance in connecting with City services and programs.
5. Monitor and provide direct support for the City's electronic communications content while complying with the City's policies and style standards. This includes coordinating with the Information Technology Department (IT) and performing routine updates to the City website using distributed software, and City Hall's social media pages.
6. Coordinate update and videos for the City's government access television station and website.
7. Implement and update City policies and procedures for community relations, media relations, and public information on an ongoing, as-needed basis.

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8. As applicable, oversee contractors in graphics, photography, videography, video editing, and broadcasting of City meetings and special broadcasts; provide resource and photography support to news media.
9. May act as media liaison or spokesperson in support of City-wide matters, or in emergencies.
10. Performs related duties as assigned.

Minimum Qualifications:

Knowledge of: Public information and public relations concepts, principles, methodology, and techniques; pertinent local, State, and Federal laws, ordinances, and rules; principles and practices of graphic design and media production; various forms of mass media, including print, television, radio, and the Internet and social media; structure and content of the English language, including spelling, punctuation, grammar, and rules of composition; principles of supervision; modern office procedures, methods, and photography; and computer equipment and software.

Ability to: Effectively coordinate and implement public affairs programs through the use of various forms of media, including print, cable television, radio, and the Internet and social media; prepare clear, concise, and complete documentation, reports, and correspondence; prepare and present organized and accurate oral reports, statements, and presentations; represent the City effectively to the public; collect, evaluate, and interpret varied information and data, either in statistical, narrative, or verbal form; communicate technical information, including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience; make effective presentations using a variety of presentation techniques and methods; work effectively in time-sensitive situations and meet deadlines; coordinate multiple projects and complex tasks simultaneously; operate a computer using word processing, business, graphics, website, and photography software and other office equipment; work independently and as a team member; recognize and set priorities and meet deadlines; communicate clearly, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

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Experience and Training Guidelines: A combination of relevant education, experience, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A bachelor's degree from an accredited college or university in communications, journalism, public relations, or a related field. Two years of increasingly responsible experience in public communication, public relations, or a related field for a municipal agency.

Required Licenses or Certificates: Possession of, or ability to obtain, a valid California Driver License. Accreditation in Public Relations from the Public Relations Society of America (PRSA) is highly desirable.

Working Conditions: Requires working periodic nights, weekends, holidays, and special events.

Established: September 2013

Revised: September 2014

HRD/CLASS SPECS

Communications Coordinator