



## **CITY OF HALF MOON BAY**

### **Job Specification**

**Class Title: Communications Specialist**

**Status: Exempt**

**Department: Communications / City Clerk**

**Reports To: City Clerk / Communications Director**

**Employee Group: Represented Management**

**Adopted by City Council/Resolution Number:**

**Modified:**

#### **DEFINITION**

Under direction of the Communications Director/ City Clerk, this position performs the research, planning, analysis, and tasks necessary to carry out the City's communication efforts, including the development and implementation of citywide public communication activities. Create and maintain the City's social media resources. Produce press releases and newsletters. The Communications Specialist advises and assists various departments on community relations and public communications activities.

#### **SUPERVISION RECEIVED/EXERCISED**

General direction is received from the Communications Director/ City Clerk. Responsibilities may include direct and indirect supervision of technical and clerical staff.

#### **IMPORTANT AND ESSENTIAL DUTIES (ILLUSTRATIVE ONLY)**

The Communications Specialist is responsible for, but not limited to, the following duties:

- Implement marketing and advertising campaigns to promote City services, activities, programs, and special events.
- Develop, write, edit, and produce various communication materials including newsletters, brochures, correspondence, reports, speeches, presentations, and special publications.
- Perform the research, planning, and analysis necessary to develop and implement the City's community relations and public communications efforts.
- Write and coordinate the preparation, publication, and distribution of the weekly City's newsletter and other departmental and project-based newsletters, as well as City brochures, press releases, multimedia scripts, and other collateral materials.
- Maintain the City's website content and design ensuring accuracy, consistency, and quality.
- Coordinate and develop the City's social media program and policies.
- Interface and coordinate with graphic designers, printers, and mailing services for production and distribution of materials.

- Respond orally or in writing to public inquiries and provide information to the public on services, facilities, and programs, as needed.
- Attend a variety of staff, Council, commission, and other related meetings.
- Provide advice and support to City staff regarding public and media relations.
- Prepare and submit award nominations, proclamations, and other written materials as needed.
- Receive, prepare, respond to, and facilitate solutions to citizen complaints, inquiries, and requests.
- Participate in the planning and implementation of special events.
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- Perform other duties as assigned.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

### **Knowledge of:**

- Principles and practices of communications and public information techniques through different mediums, including print, internet, radio, and television.
- Effective outreach strategies and techniques for engaging community members and affiliations, neighborhood organizations, business groups, and other such organizations.
- Effective public presentation methods to attract and inform a variety of audiences.
- City services, structure, programs, and policies.
- Web design tools; familiarity with graphic design software.
- Social media tools and account management.
- Research and problem-solving techniques.
- Proper grammar, punctuation, spelling and diction.
- Pertinent state, federal, and local laws and regulations.
- Techniques for dealing with a variety of individuals from various socio-economic, cultural, and ethnic backgrounds, in person, online, and over the telephone.

### **Skill to:**

- Develop, plan, and coordinate a community relations and public communications function.
- Understand and effectively communicate technical data and complex information to the public and media.
- Analyze and draw logical and sensitive conclusions.
- Write effective proposals, press releases, articles, and award nominations.

### **Ability to:**

- Set priorities, meet critical deadlines, and follow up on assignments with minimal direction.
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- Develop and maintain positive working relationships with City staff, public, agencies, organizations, and vendors.
- Prepare and present clear, effective, and accurate staff reports, correspondence, policies, procedures, and other oral and written materials.
- Use initiative and independent judgment within established policy and procedural guidelines.
- Take a courteous, effective, and proactive approach to customer service.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances, as needed in relation to communications tasks.

## **EDUCATION AND EXPERIENCE**

Sufficient education and experience to satisfactorily perform the duties of this classification are required. Any combination of experience and training that would likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

**Education:** Equivalent to graduation from a four-year college or university with major course work in business, communications, public administration, or a related field.

**Experience:** Five years of communications and public relations experience, preferably within a local government organization.

## **LICENSES, CERTIFICATES AND REGISTRATIONS**

Possession a valid California Class "C" Driver's License. Bilingual (Spanish) language ability, both written and spoken is preferred.

## **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is often a sedentary office classification, some activities may require extended standing or walking between work areas. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

## **WORKING CONDITIONS**

Working in an office environment is required in this position. The incumbent must travel to and from work site. Will be required to interact with customers with varying dispositions. Special events may require exposure to varying weather conditions.