

City of Caldwell

Class Specification

Class Title	COMMUNICATIONS SPECIALIST
Job Valuation Number	1975
FLSA Designation	Covered
Pay Grade	Starting at \$20.10 per hour
Effective Date	September 2019

General Statement of Duties

Coordinates and manages information on the City's website and social media sites; conducts research and data analysis; provides research support to the Mayor; provides and disseminates information to staff, public and media sources; supports and coordinates the transparency and ease of accessing information; conducts special projects as requested by the Mayor; and performs related work as required.

Classification Summary

The principal function of an employee in this class is provide support to the Mayor by conducting research and data analysis; providing information to the public and media and disseminating information; ensuring the transparency and ease of public access to information; and conducting special projects. This individual reports to the Mayor and other designated staff with leeway for the use of independent judgment and initiative. Must be able to cultivate and maintain a team environment and establish and maintain effective working relationships. This position requires the individual to maintain effective working relationships with elected officials, appointed officials, City employees, other government officials, education leaders, media personnel, and the general public. The work schedule may include after-hour work assignments and meetings. The principal duties of this class are performed in a general office environment.

Examples of Work (Illustrative Only)

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Gathers information, reviews content, and updates appropriate web and media sites;
- Provides specialized research, data analysis and reports for the Mayor;
- Develops relationships and partnerships with elected officials, other government officials, school districts, colleges and universities, and business leaders;

- Works with appointed officials to maintain public notification and transparency;
- Coordinates with appointed officials to retrieve information or assist with strategic planning as directed by the Mayor;
- Tracks legislative issues and associated bills and provides updates and recommendations to the Mayor;
- Testifies on legislative issues and associated bills as directed by the Mayor;
- Speaks to specialty groups, businesses, community groups, or other public venues as requested by the Mayor;
- Conducts research, collects and analyzes data to produce complete, accurate and understandable reports, white papers or media posts;
- Designs and crafts paperless forms, policy statements, legislative summaries, budget summaries and commentaries, research summaries, and public announcements;
- Ensures appropriate materials and information are prepared and available in advance of the Mayor's meetings, appearances, and speaking engagements;
- Provides media support for presentations and committee meetings;
- Writes and disseminates media responses as assigned and approved by the Mayor;
- Provides support for projects and initiatives as assigned by the Mayor;
- Coordinates and responds to inquiries from print and television media on a wide range of issues concerning City policy;
- Researches grants that address the City's needs, goals and objectives;
- Prepares and submits grant and award applications as approved by the Mayor;
- Provides assistance and support in the preparation of the Mayor's speaking engagements (i.e. State of City Address and Chamber Luncheons);
- Keeps supervisor and designated others fully and accurately informed concerning work progress, including present and potential work problems and suggestions for new or improved ways of addressing such problems;
- Accepts and performs in a timely and effective manner changes in work assignments and how work is performed;
- Attends approved meetings, conferences, workshops and training sessions and reviews publications and audio-visual materials to become and remain current on the principles, practices and new developments in assigned work areas;
- Responds to citizens' questions and comments in a courteous and timely manner;
- Respects the opinions of others and maintains a positive and professional working relationship with employees, supervisors and others;
- Communicates and coordinates regularly with appropriate others to maximize the effectiveness and efficiency of interdepartmental operations and activities;
- Maintains good relationship and communication with Mayor and Council, Directors, City employees, other government agencies, business community, media, and the general public;
- Performs other related tasks as assigned.

Required Knowledge, Skills and Abilities

- Thorough knowledge of modern office procedures, practices and equipment;
- Thorough knowledge of modern office filing systems and procedures;

- Good knowledge of current media sources as they relate to City Government's policies and operations;
- Good knowledge of relevant and reliable research resources and data analysis;
- Good knowledge of public management, organizational and administrative practices in municipal government;
- Good knowledge of the organization and function of a Mayor/Council form of City Government;
- Good knowledge of the legislative process at both the City and State levels;
- Some knowledge of the basic laws, ordinances, and regulations underlying City Government;
- Some knowledge of City Government finance, including both Federal and State regulations and laws which effect the operation of the City;
- Some knowledge and understanding of current City policies and initiatives;
- Ability to recognize and define areas of concern to the Mayor's office and the City;
- Ability to understand communicated needs and objectives of the City;
- Ability to use interpersonal skills to accomplish assigned tasks;
- Ability to make oral presentations to a variety of groups;
- Ability to collaborate in a team environment on organization strategies, goal development and project follow through;
- Ability to communicate effectively and maintain working relationships with elected officials, State and Federal officials, business leaders, community groups, City employees, and the public;
- Ability to deal effectively with persons who are upset concerning City government or policies;
- Ability to recognize issues or concerns which should be brought to the Mayor's attention;
- Ability to work with the Mayor and designated staff on a confidential basis;
- Ability to communicate well with others, both orally and in writing, using both technical and non-technical language;
- Ability to understand and follow oral and/or written policies, procedures and instructions;
- Ability to prepare and present accurate and reliable reports containing findings and recommendations;
- Ability to access and navigate research tools and software applications appropriate to assigned tasks;
- Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines;
- Ability and willingness to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
- Ability to perform all work duties and activities in accordance with City policies, procedures and safety practices;
- Integrity, ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

- Graduation from an accredited college or university with a Bachelor's Degree in Communications, Public Administration or a closely related field; and
- Considerable experience in media relations and business, preferably in a local government environment; and
- Considerable experience in research and analysis and administrative support activities; or
- Any equivalent combination of experience, education and training which provides the knowledge, skills and abilities necessary to perform the work.

Required Special Qualifications

- Possession of a current and valid driver's license.
- Ability to successfully pass a pre-employment drug test and background check.

Essential Physical Abilities

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively;
- Sufficient vision or other powers of observation, with or without reasonable accommodation, which permits the employee to review a wide variety of written correspondence, reports and related materials in both electronic and hard copy form;
- Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to operate a keyboard and produce hand-written materials and notations;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to function in a general office environment.