

City of Oregon City

Position Description

Position: Community Communications Coordinator	Management
Department/Site: Administration – City Hall	FLSA: Exempt
Evaluated by: City Manager	Salary Grade: 139

Summary

Performs a variety of complex public relations activities including developing, planning and coordinating a comprehensive community relations and marketing program for the City. This position will focus on increasing the visibility of the City in the community, the region, and the state by developing key messaging for City departments and the City Commission related to public relations, internal messaging, median coverage and strategic communications. This position serves as a communication and civic engagement coordinator to City departments, reviewing projects for appropriateness and clarity in messaging content and advising on implementation for both internal and external audiences. This position promotes awareness and understanding of City services, policies, projects and issues and creates new approaches to solve complex public affairs situations.

Distinguishing Career Features

The Community Relations Coordinator reports to the City Manager, serves as an at-will employee, serves in a confidential capacity to the City's senior executives, the Mayor and the City Commission. The position may be responsible for some supervisory responsibility of public affairs interns or contractors and employees within City departments who have primary Public Information Officer responsibilities for their department. Work is performed independently and in a team environment and requires considerable initiative and well-developed good judgment.

Essential Duties and Responsibilities

- **Public Information Dissemination**
- Design, write, edit, proofread, update and publish City communications, including:
Print and digital publications such as
 - Media releases
 - Staff communications
 - City website content
 - Social media content
 - Oregon City Trail News
- Coordinate with the City Manager, City Commission and City Department Directors to develop and implement key communication messages.
- Performs as the primary City resource/spokesperson for interactions with the media.
- Provide general public relations advice to City departments, including:
Assisting with media relations programs
- Marketing City programs.
- Post, monitor and support City social media content.
- Write/revise speeches and presentations for the Mayor and/or City Commissioners.
- Photograph for publication and community relations purposes.
- Organizes, supports and staffs special events and tours as needed.
- Prepares story ideas and background information for special events and other city business.

- Serves on multi-department task forces as needed including the Emergency Operations Center.
- Develop and maintain a citizen engagement strategic plan and potentially work with the Citizen Involvement Committee and Neighborhood Associations.

Community Relations

- Conducts interviews, gathers information, obtains photos, and selects graphics for use in City publications. Oversees process from production to delivery.
- Plans, leads and coordinates public outreach, citizen engagement and education activities. Plans, organizes and coordinates events to promote the City's vision and mission.
- Conducts City-wide information activities in conjunction with other departments to enhance connectivity between the community and the city and expand public understanding.
- Remains current on technical developments, coordinates speakers for City events and organizes public forums and hearings.
- Conducts surveys and polls, as necessary with the public and community groups to identify information needs or opinions regarding programs, policies or procedures.
- Coordinates and staffs public meetings and public events such as neighborhood BBQ's, neighborhood meetings, and National Night Out. May serve as City liaison and represent the City at other community events and in interactions with other community agencies.

Media Relations

- Recommends actions to enhance opportunities for the City to remain a leader in the information field through multimedia avenues such as print publications, the Internet, video productions and social media.
- Develops and maintains good working relations with members of the media. Responds timely to inquiries from the media; follows up with City staff to obtain, compose and review information for the media.
- Advises, assists and oversees as appropriate responses to requests for public records and media press releases issues by others throughout the City.
- Researches and writes press releases, Q&As, articles and other content for publication.
- Drafts, edits and prepares content and assists the Mayor and members of the City Commission in preparation for presentations.
- Facilitates the development and implementation of video productions for the City.
- Develops special programming for broadcasts or webcasts as needed.

Marketing

- Formulates and implements a comprehensive communications and marketing plan utilizing a variety of communications techniques to reach targeted audiences.
- Supports departments in developing and implementing communications plans for specific projects or activities as needed.
- Prepares and distributes all needed graphics in support of job responsibilities including fact sheets, talking points, news releases, website articles, photographs, scripts, articles or videotapes that publicize the City's programs and services.
- Creates and directs the creation of brochures, posters, flyers, advertisements, and other promotional materials of various departments to ensure a consistent City message and branding.
- Seeks thought-leading content and posts material as appropriate on social media sites.

- Tracks and monitors media placements, industry trends and social media benchmarks.
- Analyze, review and report on effectiveness of campaigns to maximize results and help evolve marketing strategies.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

▪ Knowledge and Skills

- Knowledge of principles, practices, techniques and equipment of journalism, broadcast media, public relations and graphic design.
- Knowledge of writing for media in Associated Press (AP) format, business English composition, proof-reading, spelling, punctuation and basic mathematics. Ability to creatively and effectively write, edit, and design reports and other publications covering a wide range of subject matter.
- Excellent writing and editing skills, including the skill in AP formatting and style.
- Excellent time management and organizational skills.
- Strong desktop publishing software skills, including Microsoft Suite and Adobe Creative Suite.
- Knowledge of basic HTML and online/web content management systems experience.

▪ Abilities

- Ability to critically evaluate a variety of subject matter from the standpoint of reader interest, appropriateness, organization of materials and content and style.
- Ability to evaluate issues for community and/or City impact and communicate affects to staff and/or public.
- Ability to successfully operate in a variety of digital platforms, including social media.
- Ability to work effectively and cooperatively with the public, managers and employees. Ability to learn and apply the applicable laws, ordinances, department policies and procedures, regulations principles and techniques to assignments.
- Ability to organize, prioritize and independently perform work assignments.
- Ability to work effectively as a team member on multi-disciplinary teams.
- Ability to research, collect, and analyze data from various sources.
- Ability to listen effectively to the public and respond with appropriate feedback.
- Ability to maintain composure under adverse conditions and speak effectively in public.

▪ Physical Abilities

- Physical Requirements: Frequent sitting, continuous talking and hearing both in person and over the phone, frequent keyboarding and repetitive motions of the hands/wrists, occasional walking, reaching, and lifting and/or carrying up to 40 pounds.

▪ Education and Experience

- Education: Bachelor's Degree in communications, journalism, political science, business or public administration, public relations, marketing or a closely related field of study.

- Experience: Four or more years of professional experience in public relations or affairs and/or marketing. Demonstrated ability to communicate effectively, clearly and strategically in writing and strong verbal and interpersonal communications skills. Direct experience with local government is highly desirable.

- **Licenses and Certificates**

May require a valid driver's license.

- **Working Conditions**

Work is performed indoors where some safety considerations exist from physical labor and handling of medium weight, yet, awkward materials.

Cognitive Functions: The position incumbent works in a fast-paced office environment characterized by frequent deadlines, constant interruptions and complex decisions. The incumbent must be capable of working effectively with elected, appointed and members of the public with diverse interests and opinions on city issues.

Tools/Equipment Used: Desktop computer, printer, photocopier, fax machine, telephone, and audiovisual equipment. Programs used include: publishing software, document management software, graphics or photo imaging software, video creation and editing software, web page creation and editing software and web platform development software.

This job/class description, describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.