

COMMUNICATIONS SPECIALIST  
(City Manager's Office)

POSITION SUMMARY: This position is responsible for supporting department and City programs and functions by leading, coordinating and executing communication and special events for the City. This may include evening and weekend work. This position is responsible for developing, planning, and implementing innovative, integrated, cohesive communication plans for the City including digital and print content strategies. This position will also complete ancillary administrative services, special studies and projects, and public relations work. This position works with a diverse group of external and internal stakeholders. Independent judgment is required to plan, prioritize, and organize a diversified workload. This position applies specialized functional knowledge to analyze and respond to matters within established limits. Advice and leadership are available from supervisor or their designee for complex issues or those requiring authorization. This is a highly confidential position.

SUPERVISION RECEIVED: Work is performed under the direction of the Deputy City Manager or designee.

ESSENTIAL JOB FUNCTIONS: *An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Work cooperatively with the deputy city manager, department heads, departmental staff, boards and commissions, and others to establish priorities, develop plans and goals, coordinate activities, and implement projects related to communication and special events.
2. May serve as lead person on projects and committees, and may serve as a liaison and/or secretary to committees, boards, and commissions. Attend meetings as necessary and represent the department to other City departments and outside organizations; coordinate activities with other departments and outside organizations and individuals.
3. Represent the City at special events, holiday celebrations, and other observances, many of which occur on evenings and weekends.
4. Advise deputy city manager and staff, and implement as required, recommended best practices and regulations and policies related to communication and marketing, content strategy, public relations and branding.
5. Build and execute communication strategies through research, benchmarking, messaging, and audience identification. Write, develop, and strategize content production and scheduling. Utilize online, print, social, and other forms of media as appropriate.
6. Design and implement campaigns to educate, inform, and engage citizens, the business community, key partners, and the general public about information related to the City of Wyoming and each of its departments.
7. Manage the City's website and social media accounts, both content and design. Identify and delegate related tasks as appropriate.
8. Evaluate and analyze the impact and success of the City's communication efforts. Identify trends across media platforms to increase engagement.

9. Prepare and edit a variety of correspondence. Create printed materials such as newsletters and brochures. Write blogs and e-blasts. Research and write a variety of reports and documentation.
10. Assist with brand development and management.
11. Carry out various administrative assignments which may involve formulating policy, establishing procedures, and accounting for results.
12. Assist with a variety of public relations activities. Act as City spokesperson as directed, establishing and maintaining effective relationships with citizens, news media, City officials, employees, business representatives, volunteers, and others.
13. Direct and manage special events. Coordinate event logistics, departmental involvement, onsite management, marketing, and sponsorship as required.
14. Maintain confidential records and process and transmit information that requires a high degree of discretion.
15. Make presentations and coordinate and conduct training programs.
16. Provide customer service and receive and address routine and non-routine inquiries and complaints made by citizens, businesses, staff and others in a professional manner. Follow up within scope of authority and advise and/or refer to a supervisor if outside scope of authority.
17. Perform related work as required.

**KNOWLEDGE, SKILLS AND ABILITIES:** *The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

- A. A bachelor's degree in communications, journalism, marketing, public relations, or a related field and a minimum of five years professional experience with increasing responsibilities.
- B. Ability to develop a comprehensive understanding of public administration, organization and operation of municipal government.
- C. Thorough knowledge of the principles and practices of marketing, branding, advertising, public relations, and website design.
- D. In depth knowledge and understanding of social media platforms including Facebook, Instagram, and Twitter. Ability to quickly learn additional platforms as appropriate for municipal government.
- E. Demonstrate creativity to produce digital storytelling through social media platforms. Experience in updating and managing social media; ability to create shareable content.
- F. Ability to manage and respond to requests for social media postings outside of normal business hours.

- G. Demonstrate passion for community through interaction with the public in person and through social media.
- H. Ability to think critically and assess both short and long term outcomes.
- I. Strong project management skills.
- J. Ability to respond to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- K. Skill in effectively communicating ideas and concepts in varied formats and in making presentations.
- L. Demonstrate the ability to exercise independent judgment and discretion and handle sensitive matters.
- M. Ability to develop and follow procedures and policies and carry out routine and complex instructions. Ability to educate and train staff.
- N. Ability to work in a team; possess self-supervising attributes and have a positive, congenial attitude. Confidence to take the lead and guide departments when necessary.
- O. Ability to establish effective working relationships and use tact, good judgment, and resourcefulness when working with staff, volunteer workers, other governmental agencies and the public.
- P. Ability to research and analyze statistical and technical data.
- Q. Ability to prepare comprehensive, accurate, and timely reports, memoranda, letters, and responses to requests for information. Proven ability to communicate and present information effectively, both in verbal and written manner, to varied audiences. Use proper spelling, grammar, and punctuation.
- R. Demonstrate a high level of proficiency in the use of office equipment and technology including computers and software programs such as Microsoft Office. Ability to learn other programs as related to areas of responsibility; ability to quickly learn other technology as necessary.
- S. Possess excellent organizational skills and problem solving ability. Understand the larger perspective and goals of the organization. Detail oriented; possess skill in organizing schedules and coordinating associated resources. Ability to identify and follow through with process improvements.
- T. Ability to work effectively within deadlines and with changing work priorities. Ability to work any schedule as necessary to provide proper coverage. Ability to travel to various locations both in and out of state to receive additional training as deemed necessary.
- U. Possess a valid Michigan motor vehicle operator's permit.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:** *The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

While performing the duties of this job, the employee is regularly required to talk or hear. While performing the duties of this job, the employee is regularly required to communicate with others and view and produce written documents. The employee frequently is required to sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee must frequently lift and/or move items of light weight.

While performing the duties of this job, the employee regularly works in a business office setting and occasionally in the field, including emergency situations. The employee is expected to work under deadlines with the potential for constant interruption and change. The employee may be required to drive in inclement weather.

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