

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
SEPTEMBER 15, 2009 AGENDA**

Subject:	Type:	Submitted By:
POSITION DESCRIPTION UPDATE	RESOLUTION ORDINANCE ♦ RECEIVE/FILE	RITA M. RAMIREZ ASSISTANT CITY ADMINISTRATOR

SYNOPSIS

A position description for the Community Relations Coordinator position has been created and is attached for your review.

FISCAL IMPACT

This is a full time position and funding is included in the FY 2010 budget.

RECOMMENDATION

Approval.

BACKGROUND

As part of the FY 2010 budget, a full time Community Relations Coordinator position was approved. This is a new position that will assist with the communications and marketing functions of the City as well as coordinate special City events such as La Vista Days.

POSITION DESCRIPTION CITY OF LA VISTA

POSITION TITLE: Community Relations Coordinator
POSITION REPORTS TO: Assistant City Administrator
POSITION SUPERVISES: Community Volunteers, Special Event Personnel

DESCRIPTION:

Under the direction of the Assistant City Administrator this individual is responsible for the development and execution of organizational public information activities for the City of La Vista. Performs assignments in specialized areas including but not limited to public relations, media relations, community relations, intergovernmental relations, marketing and event planning.

ESSENTIAL FUNCTIONS: (with or without reasonable accommodation)

1. Responsible for developing the public messages and communications tools needed for sustained positive public relations. This includes but is not limited to news releases, quarterly newsletter, annual report, web page content, special events, and media training for staff and elected officials.
2. Supports the Mayor, City Council, City Administrator, Assistant City Administrator, and other department directors with communications advice, program promotion, training, counsel and written communications (presentations, talking points, speeches).
3. Counsels elected and appointed City officials concerning public relations aspects of policies, practices, procedures, programs and actions.
4. Responsible for coordinating, directing, and promoting special City events including but not limited to La Vista Days, Halloween Safe Night, Santa's Sleigh Ride, Holiday Tree Lighting, Arbor Day and Movie Nights. Maintains historical records for same.
5. Develops, coordinates, and promotes new programs and events.
6. Designs and administers communication plans for public outreach around specific citywide projects, programs and issues.
7. Maintains editorial and graphics standards for City public information; assuring effectiveness, clarity and a high standard of quality for all publications and communications emanating from City departments.
8. Maintains a press clipping file on City news events/incidents and tracks media response along a variety of indicators (e.g. positive, negative, message portrayed, etc.)
9. Fosters and maintains good working relationships with external groups such as the business community, local chambers of commerce, community groups and the general public.

ESSENTIAL PHYSICAL AND ENVIRONMENTAL DEMANDS

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- Work is performed mostly in office settings. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Employee must be able to transport himself/herself to and from various locations to attend meetings and events.
- Employee is required to attend events that will take place outdoors in varying weather and environmental conditions. These event sites may be hot, cold, dusty and/or noisy.
- While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
- The employee performs some light physical labor involved in the set up of special events including occasional lifting and/or moving of equipment up to 20 pounds and photographic coverage of events and activities.

Note: Physical examination and drug screening tests will follow all conditional offers of employment.

- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
- Must be able to hear and understand voices at normal conversational levels

EDUCATION, TRAINING, LICENSE, CERTIFICATION AND EXPERIENCE

1. Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, public relations, English, communications, public administration, business administration or a closely related field.
2. Must possess a valid driver's license.
3. Three to five years of experience in public relations, writing, media relations, events coordination and marketing. Prior governmental experience desirable.

KNOWLEDGE, SKILLS AND ABILITIES

1. Knowledge of general theories, principles, techniques and objectives of public information including communication, research, journalism, marketing, public relations, graphic design, and organizational communications.
2. Knowledge of local and regional public affairs.
3. Knowledge of fundamentals of photography and video-photography.
4. Knowledge of modern office procedures, methods and equipment, including personal computer.
5. Computer skills, including basic word-processing, spreadsheet, database and desktop publishing skills and ability to use MS Office products.
6. Project management skills.
7. Good organizational skills and the ability to prioritize and handle multiple tasks.
8. Conflict resolution skills.
9. Advanced writing, editing, English usage, spelling, grammar, and punctuation skills to facilitate business letter writing, report preparation and record keeping.
10. Basic mathematical skills.
11. Ability to develop, organize and coordinate a communication program.
12. Ability to gather and verify news information through interview, observation and research.
13. Ability to analyze complex administrative problems, evaluate alternatives and make creative recommendations.
14. Ability to exercise judgment in release of information; give information rapidly, accurately and tactfully.
15. Ability to coordinate and publicize celebrations, exhibits, festivals, facility openings and other events, including the supervision of volunteers and other event personnel.
16. Ability to communicate effectively, both orally and in writing, and in an interesting manner to various audiences.
17. Ability to establish and maintain effective working relationships with City officials, employees, volunteers, the public and news media.
18. Ability to maintain confidentiality.
19. Ability to type 45 words per minute.
20. Ability to apply common sense understanding in carrying out written and oral instructions.
21. Ability to work independently, prioritize work, meet deadlines, and make decisions on the basis of established policies and procedures.
22. Ability to work a varying schedule, including evenings and weekends.
23. Ability to maintain regular and dependable attendance on the job.

I have read and understand the requirements of this position description.

Signature

Date