

## CITY OF MADERA

### COMMUNICATIONS SPECIALIST

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

#### **DEFINITION:**

Under direction of the Communications Manager, oversees the City's digital communication program, including but not limited to the City's website, day-to-day operations of social media, video production and graphic creation; prepares visual presentations by designing art and copy layouts or digital media files to include video covering all aspects of digital production, including quality audio. Coordinates, implements and prepares materials for public information, marketing, publication and publicity activities of the City's various departments and programs; performs other related duties as required.

#### **DISTINGUISHING CHARACTERISTICS:**

The **Communications Specialist** is a journey level professional classification and, as such, is expected to work independently and receive only occasional instruction or assistance as new or unusual situations arise and incumbents are fully aware of the operating procedures and policies within the City. Incumbents possess a significant level of specialized technical expertise and exercise independent judgment with minimum supervision while performing their job duties. Work requires creativity, resourcefulness, imagination, and originality to accomplish goals and objectives. This position is distinguished from the higher level Communications Manager classification in that the latter has overall responsibility for the Communications Department.

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

Receives direction from the Communications Manager. May exercise technical supervision over support staff and/or functional lead supervision on specialized projects.

#### **ESSENTIAL FUNCTIONS:** *(include but are not limited to the following)*

- Designs and manages the overall digital strategy for the City.
- Coordinates with other City departments to gather information and materials in order to plan concepts for City oriented marketing and public information.
- Provides creative approaches to design, marketing programs and services.

## COMMUNICATIONS SPECIALIST

Page 2

- Creates design and layout of various publications. Illustrates concepts by designing layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Provides content and graphic management of City website and other virtual technology such as social media. Stays abreast of emerging technology in the communications field and makes recommendations on tools the City should utilize in its communications strategy. Assists in drafting policy and makes recommendations regarding procedures for use of communications tools.
- Provides direction and leadership to vendor and/or internal design, content, and development staff on web and creative projects. Offers one-on-one training to City staff in other departments to assist in maintaining digital content that is current, relevant, and usable by the public.
- Creates graphics or illustrations for special projects, events or programs, including displays, signs, flyers and brochures to be used in print and digital media. Prepares final layout and creates web production or press-ready packaged files. Computes scale reductions and enlargements.
- Designs, creates, produces and edits video or other digital media format outreach campaigns for use on websites, social media or other release tools as approved for use by the City.
- Captures and maintains City video and image library. Regularly attends events outside of normal business hours such as City Council meetings, City sponsored special events, community outreach events or community partner events to capture videos and images. Works with representatives from other City departments to assist in capturing events for the video and image library.
- Works collaboratively with various City departments on assigned projects to answer inquiries on all phases of media production work and makes recommendations for improvement to proposed or existing communication plans.
- Assists with creation of written marketing plans and other publicity strategies as assigned.
- Ensures all applicable laws, rules and regulations are complied with related to the publication of digital and print media.
- Writes and edits copy for publications. Proofreads work to ensure accuracy and format integrity. Writes, edits and distributes press releases as assigned.
- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

**WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in producing digital media and using a computer keyboard/mouse. Additionally, the position requires near and far vision in reading written reports and work related documents as well as in producing digital media. Acute hearing is required when providing phone and face-to-face service.

**QUALIFICATIONS:** *(The following are minimal qualifications necessary for entry into the classification.)*

**Education and/or Experience:**

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a **Communications Specialist**. A typical way of obtaining the required qualifications is to possess two (2) years of experience in graphic communications and production work designing, creating and implementing communications or public outreach plans OR an Associate's degree in graphic design, graphic arts or a closely related field.

**License/Certificate:**

Possession of, or the ability to obtain, a valid class C California driver's license.

**KNOWLEDGE/ABILITIES/SKILLS** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

**Knowledge of:**

Principles methods and techniques of contemporary graphic design, illustrative advertising, display art and copy layout; principles and practices of journalism, public relations, marketing and promotion, including understanding of requirements of various media; public administration policies and procedures; structure and organization of public sector agencies; journalistic composition and writing styles, spelling, grammar, punctuation and pronunciation; computer graphics programs and graphics media; online content management practices; print and broadcast media practices; modern office practices, methods and equipment, including a computer and applicable software; Federal, State and local laws and regulations relating to assigned areas of responsibility, including the Freedom of Information Act, Brown Act, trademark and copyright law, and confidentiality of personnel information.

**Ability to:**

Create and produce attractive designs, illustrations, brochures and other publications; consult effectively with management and staff; prepare clear and concise communications to be presented digitally, orally and/or in writing; write and/or design creatively and edit reports and publications covering a wide range of subject matter; target messages effectively to various and multiple audiences; leverage technology to facilitate information sharing; handle multiple projects and events simultaneously; operate a camera, video and audio equipment for capturing photographs and video messages; use a computer and related software to perform the full scope of assigned duties; interpret and apply applicable laws, codes and regulations; establish and maintain effective working relationships with a wide variety of individuals that include City officials, staff, the media and the general public; operate effectively regardless of circumstances and present a professional appearance at all times.

**Skill to:**

Operate both PC and Mac office computers and a variety of software applications in the performance of assigned duties including email, calendar, word processing, spreadsheets, project management, publication, photo editing and video editing software; operate modern office equipment including photocopiers, printers, telephones and facsimile machines; design and edit written and visual communication proposals; effectively work with a variety of personalities and continually present a professional demeanor.

Adopted 3/2/2016