

CITY OF WEST LINN

JOB DESCRIPTION

Job Title: COMMUNITY RELATIONS COORDINATOR

Department: Administration	FLSA Status: Non-Ex
Employee Group: AFSCME	Salary Grade: H
FTE Status: Full Time	Date: January 2019

GENERAL FUNCTION:

Under the guidance and general direction of the Assistant to the City Manager, this position is responsible for planning, organizing, coordinating and implementing the city's strategic communications efforts, including website and social media presence, citizen engagement, community outreach, public relations with media and external agencies, neighborhood association and citizen advisory group coordination, citywide and internal publications, events, and informational activities. Promotes awareness and understanding of city services, policies, projects and issues.

DUTIES AND RESPONSIBILITIES:

(An employee in this classification may perform any of the following duties; however, these examples do not include all the specific tasks that an employee may be expected to perform)

1. Contributes to a positive work environment.
2. Develops and maintains a communications strategic plan in conjunction with the Assistant to the City Manager.
3. With oversight from the Assistant to the City Manager, acts as the City's primary resource/spokesperson in interaction with media. Prepares briefings, story ideas, tours, and background information to further special events and other city business.
4. In partnership with department directors, supervisors and key staff, communicates and engages the community on projects, programs and services of interest to the community.
5. Tracks emerging issues, local news, other governmental agencies, and community events for items that may impact or be of interest to West Linn

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and communicates these items with city management, city elected and appointed officials and the community.

6. When instructed, presents recommendations to management, city council and other city advisory groups in public meetings or to community groups.
7. Prepares and distributes fact sheets, talking points; news releases; website articles; news articles, newsletters, scripts, and or videos that publicize the City's message. May create brochures; posters; flyers; advertisements, and other promotional materials.
8. Uses a variety of online and social media tools to facilitate community relations and citizen engagement.
9. Receives citizen complaints and facilitates resolution of problems, acts as liaison for city departments and coordinates meetings on issues related to complaints.
10. May prepare award and grant applications to other government agencies or private foundations as needs are determined.
11. Manages and maintains social media archiving citywide.
12. Works on special projects or research related to items of city interest. Prepare and present agenda reports, memos, and documents for council and management.
13. As requested, coordinates and staffs neighborhood, advisory group and other city meetings and public events; this includes working outside of regular office hours.
14. Maintains professionalism and confidentiality of personal or sensitive information.
15. Monitors the City's customer service goals and advises city management of trends, themes, challenges and opportunities.
16. Performs other duties as assigned.

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SPECIFICATIONS:

1. Job Preparation:

Requires a Bachelor's or other advanced Degree in Political Science, Public Administration, Journalism, Marketing, Communications, Public Relations or related field; with a minimum of three (3) years of experience working in a position with similar responsibilities. No other specific licensure or certification required.

Requires a sophisticated knowledge of verbal skills and English grammar, composition and presentation techniques; writing; editing; graphic design, and media. Extensive knowledge of professional communication practices, website design and function, social media, and personal computers and related software applications.

Must have some experience with local government and possess an understanding of governmental policies, structure, and politics. Ability to work with, and relate to, divergent constituencies. Ability to be flexible, open-minded, and highly adaptable to change. Ability to work under pressure and handle stressful situations with minimal supervision.

Possess creative abilities, excellent team building skills and the ability to be self-motivated and maintain a positive outlook. Ability to work independently and exercise good judgement, prioritize workload and meet deadlines, set goals, organize, and plan and coordinate projects. Ability to read, understand, interpret and apply provisions of procedures, laws, and technical documents. Ability to proofread material rapidly and accurately.

Must be able to establish and maintain effective working relationships; make presentations and develop reports that may include technical information and be able to communicate information in a concise, easy to understand manner.

Must have the knowledge and skills to conduct research, manage projects, and provide analysis related to various projects, programs and issues.

Any combination of education, training, or experience that provides the required knowledge, skills and abilities as determined by the hiring authority will be considered.

2. Supervision:

Received: Work is performed independently with the Assistant to the City Manager and City Manager assigning projects and reviewing work.

Exercised: Supervision of others is not a normal responsibility of this position. May assist in training and lead work responsibilities.

3. Communication:

Requires excellent communication skills when communicating with the media, staff, City Council, neighborhood groups and others in the community. Professional, positive, continuous communications are maintained both inside and outside the organization. Positive relationships that must be maintained with organizations outside the City include: media, other governmental agencies, neighborhood groups, citizens at large and other communities.

4. Cognitive Functions:

Work is governed by written city and departmental policies, procedures, and ordinances in addition to state and federal law. Decisions and public communication on complex and sometimes sensitive material must be made quickly and professionally with full understanding of how the message will be perceived by others. The ability to multitask and prioritize based on city and public need is required.

Ability to work effectively with elected officials, staff, other governmental agencies, City boards and commissions, civic organizations, school boards and officials and the general public.

Consequences of incorrect, insensitive, or unprofessional communication could result in considerable long term negative impact on the local jurisdiction both politically and organizationally.

5. Working Conditions:

Typical work environment is an office setting. Will be required to attend and plan night meetings and special events. Communication for city projects may require occasionally getting out into the community by going door-to-door or attending meetings with incidental exposure to typical elements of construction projects. Work schedule requires attendance at special events, night meetings, and communication of urgent issues outside of normal work hours (e.g. inclement weather closures, important public notifications). This position will be part of the City's emergency operations team and expected to report in times of emergency.

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6. Resource Accountability:

Is responsible for personal computer, cell phone and other office equipment.

The job classification does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change

Employee Signature

Date