

2014 BUDGET ADJUSTMENTS

Question: 1

Date: November 12, 2013

Requested by: Debbi Lester

Topic: Communications Coordinator

Question

1. Please provide job descriptions, qualifications, and intro pay scale salary, and benefits for the following position:
 - Communications Coordinator

Background

In 2012 and again in 2013, both Council and the City administration identified communications and public relations as a priority area for focus. The City has had a communications specialist in the past. This position was abrogated as part of citywide staff reductions implemented at the beginning of 2011. In 2012, Council identified a plan to add a communications specialist position to achieve the goals listed related to the communications plan. However, the position was not added through the 2013 – 14 biennial budget.

Response

Staff estimates that addressing this priority in the 2014 would add an ongoing annual cost of approximately \$106,000 in salary and benefits to the personnel budget of the Executive Department. This funding would support an employee hired to focus on development of communications materials, community outreach, and support of community service organization and volunteer efforts. The Communications Coordinator position is an unrepresented position that would report to the City Manager.

The job description, which includes qualifications, is attached. The 2014 salary range is \$61,068 - \$76,584; the total budgeted for the position is \$106,000, including benefits. The City's budget policy is to budget at the top step for open positions.

	2014	One-time or ongoing	Comment
Estimated Dollar Change	106,000	Ongoing	
Funds involved	General Fund		
FTE Change	1.00		Executive Department

CITY OF BAINBRIDGE ISLAND

Job Description



Title: Communications Coordinator	JD: 097
Department: Executive	Effective Date: 5/6/10, revised 11/8/14
Reports To: City Manager	FLSA Status: Exempt
Supervises: N/A	Union Status: Non-Represented

SUMMARY:

Under the direction of the City Manager, the Communications Coordinator manages the development, implementation and control of effective communications and public engagement strategies. The position serves as the City's public information officer and as such, is responsible for ensuring that stakeholder groups affected by anticipated City action are informed and aware of opportunities for involvement, anticipating public and media responses and advising on effective approaches, and reviewing communications materials for effectiveness, consistency of message and design quality. The position also leads direct communication efforts for the Executive Department, which includes the production and distribution of materials for external and internal distribution, the use of social media tools, and public presentations. The position will serve as the key contact for community members seeking and participating in volunteer activities. The position will also be responsible for support and engagement related to citizen advisory committees and other community groups whose activities intersect with City functions.

ESSENTIAL FUNCTIONS:

Works with the City Manager, department directors and staff to initiate, design and implement proactive outreach strategies for public participation processes, ensuring meaningful and timely communication of the City's goals, messages and programs; plans, organizes and coordinates special events, meetings, community forums and other activities.

Develops and maintains citywide communications plan, including public information and education, media relations, public involvement, volunteer activities, citizen advisory committees, and emergency communications; serves as adviser to department directors in development of department- or project-specific communications plans.

Develops and facilitates strategic approaches to emerging issues; serves as an internal consultant, advising the City Manager and departments on communications strategies and implementation methods.

Writes, edits, designs, researches and produces public information materials in a variety of formats including print, electronic, audio and video; publishes internal policies and procedures for external communications and assists in their implementation; leads direct communication efforts for the Executive Department, including the production and distribution of materials for internal and external distribution.

Creates and/or reviews press releases, display ads, web pages, public presentations and other media used throughout the organization to ensure effective and consistent communication; maintains and coordinates citywide social media presence; reviews web pages and social media developed by other departments and provides overall editorial oversight.

Develops strong working relationships with members of the media, representatives of community groups and other agencies; monitors media coverage to assess areas of public interest and advocate for effective communications strategies.

Acts as point of contact for volunteers; coordinates various volunteer activities including logistical support; responsible for support and engagement related to citizen advisory groups and other community organizations whose activities intersect with City functions.

Provides support for City of Bainbridge Island's Emergency Operations Center (EOC) during emergency activation and drill exercises; coordinates with local and regional agencies and community organizations to provide appropriate information before, during and after emergency events.

Anticipates media interest and prepares spokespersons accordingly; plans, promotes and manages special events and public involvement activities; prepares public displays, ensuring quality and consistency; represents the city at public/community events as needed; serves as spokesperson when directed by City Manager or Emergency Incident Commander.

Researches and recommends new communication methods and enhancements which achieve communication goals.

Provides support for special projects as needed for the City Manager.

OTHER DUTIES AND RESPONSIBILITIES:

Other duties and responsibilities include providing staff support or liaison services to citizen advisory groups, and planning and coordinating projects as directed. Maintains sensitivity to political issues and/or community and City priorities.

This job description reflects general details necessary to describe the job's essential functions and the level of knowledge and skill typically required. The job description should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, such as working in other areas to cover absences or relief, to equalize peak load, or otherwise address the organization's needs.

PREFERRED QUALIFICATIONS, SKILLS AND ABILITIES:

Any combination of experience and training that provides the desired skills, knowledge and abilities is qualifying. A bachelor's degree in communications, journalism, public administration or closely related field, and three to five years of progressively responsible experience in the area of public relations, public administration or related field are preferred. Work experience in a public agency or local government environment is desired.

Knowledge of:

- Principles, practices and applications of public relations and public information/communications.
- Principles, practices and techniques of desktop publishing, graphics production, web site development, social media and journalistic writing.
- City organization, operations, policies and procedures.

- Public opinion research techniques and various methods of application in governmental issues.
- Public communication plan development, and the production of support materials.
- Modern administrative/office management practices and procedures.
- Project planning, organization and coordination.
- Computer applications, automated systems and business processes.
- Correct English language usage, grammar, spelling, punctuation and vocabulary.
- Public Records Act compliance and disclosure.

Ability to:

- Communicate effectively both orally and in writing.
- Coordinate and perform a wide variety of complex projects and tasks while meeting multiple deadlines.
- Gather, analyze and synthesize a broad range of information, interpret administrative directives and use initiative and sound judgment.
- Organize facts and present findings, conclusions and recommendations in a clear, concise and logical manner.
- Accurately determine the news value of municipal activities.
- Respond quickly and appropriately to inquiries from citizens, the media and other external customers.
- Prepare and deliver effective public presentations in a variety of formats.
- Work under pressure, meet deadlines and handle stressful situations with tact and diplomacy.
- Establish and maintain effective leadership and working relationships with representatives of government agencies, elected officials, community groups, department directors, city employees and the general public.
- Identify department projects or issues in need of facilitation and support, and constructively provide guidance and training to improve the content and approach of department communications.
- Work independently with little direction, making appropriate decisions regarding work methods and priorities.
- Maintain confidentiality and security of information.
- Support and model the identified vision, values and behaviors of the organization.

LICENSING AND CERTIFICATION:

- A valid Washington state driver's license is required.

WORKING CONDITIONS:

The regular work schedule is Monday through Friday, 8 am to 5 pm. Attendance at evening meetings or other out of hours events is required. Work is performed in an executive office, City Council or meeting room setting. Close and constant work with computers exposes the incumbent to normal emissions from the computer monitor. Repeated interruption of work is typical. This position requires extensive telephone contacts, computer operations, reading and repetitive motion tasks. The incumbent will be required to work in high-stress situations to respond to challenging emergency situations, distressed customers, and complex political interactions and to meet deadlines while handling multiple priorities. The work area can be noisy and congested at times.

PHYSICAL REQUIREMENTS:

Continuous repetitive arm/hand movement is essential to performance. The incumbent must be able to discern vocal conversation, have the physical ability to perform essential job functions and have hand-eye coordination and ability to do repetitive arm/hand movements. The incumbent must also have the ability to produce legible handwritten documents. The incumbent may be required to lift up to 30 pounds, and may be required to sit for prolonged periods of time.

Equal Opportunity Employer - Americans with Disabilities Act

*The City of Bainbridge Island is an Equal Opportunity Employer.
Women and Minorities Are Encouraged to Apply.*

Requirements outlined in this job description may be subject to modification to reasonably accommodate individuals with disabilities who are otherwise qualified for employment in this position.

While requirements may be representative of minimum levels of knowledge, skills and abilities to perform this job successfully, the employee will possess the abilities or aptitudes to perform each duty proficiently.

This job description in no way implies that these are the only duties to be performed. The employee occupying the position will be required to follow any other job-related instructions and to perform any other job related duties requested by their supervisors.

This job description does not constitute an employment agreement between the City and the employee and is subject to change as the needs of the City and requirements of the job change.