

CITY OF NEWBERG POSITION DESCRIPTION

Class Title:	Community Engagement Specialist	Range Number:	153
Department:	City Manager's Office	FLSA Status:	Non-Exempt
Division:	Administration	Date:	2016

GENERAL PURPOSE

Responsible for implementing a comprehensive strategic communication plan, including but not limited to media relations, City newsletter, website content, writing and designing printed communications, managing and coordinating the City's social media efforts and electronic communications. Responsible for web-based publications for the City, overall website administration and for internal communication systems that help to promote City employee communications. Responsible for community engagement and acts as the City's main contact with media and community groups. Manages the development and communication of information that is designed to keep the community informed of the City's services, programs and accomplishments.

SUPERVISION RECEIVED

Works under the immediate supervision of the City Manager.

WORK DIRECTION EXERCISED

May provide work guidance or direction to entry level employees, interns, volunteers, and/or community service workers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Manages, coordinates and safeguards a uniformed City marketing and branding image.

Primary City contact for media and leads in coordination of information with other City Department Directors to ensure information is accurate and up to date. Responsible for coordinating staff training in media relations.

Represents the City in negotiations with print firms and other vendors for special projects.

Administers the City's website in concert with the IT department ensuring accuracy of content and that it is being kept current and relevant, as well as the City's image, user-friendliness, and formatting of the website.

Develops and manages in concert with the IT department an internal webpage (Intranet) for employees to access which will provide them with various types of information.

Systematically evaluates the usefulness of the homepage and co-manages links between the homepage and other websites.

Troubleshoots problems and inefficiencies within the assigned web communications.

Manages planning research, writing and editing, art direction printing and distribution of public information materials.

Develops, plans, researches, writes, edits and coordinates production and distribution of the City's quarterly citizen involvement publication.

Assists and coordinates internal and external public image efforts that promote the City.

Contributes to media relations efforts by communicating with the media, answering questions, as well as developing story concepts, writing press releases and providing needed public relations.

Manages the various social media accounts maintained by the City.

Manages and maintains social media archiving software.

Identifies and defines complex equity and inclusion issues, while developing and implementing strategies to mitigate them.

Understands and collaborates effectively with a variety of staff, and the public from diverse cultural, social, economic, and educational backgrounds.

Works closely and collaboratively with the Mayor and legislative body with regards to public relations.

Maintains positive working relationship with the Police Department Public Information Officer. May be called upon to serve during emergency or disaster, and respond as the City's Public Information Officer.

Manages and oversees community relations programs. Provides information regarding policies and procedures to the public.

Plans and coordinates development and communication of information that is designed to keep the community informed of the City's services, programs and accomplishments.

Recruits for the community participation in public meetings, City events and activities and other affairs for local government.

PERIPHERAL DUTIES AND RESPONSIBILITIES

Works effectively with all departments to aid in their communication efforts.

Independently manages special projects as assigned by the City Manager.

Serves on various internal committees and subcommittees.

MINIMUM QUALIFICATIONS

Education and Experience:

- Bachelors Degree in journalism, marketing, communication, business, or related field
AND
- Minimum of three (3) years experience working in a position with similar responsibility

Any equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be considered.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES

- Comprehensive understanding of governmental policies and procedures, as well as keeping politics in a favorable light with regards to the City's reputation.
- Working knowledge of City government structure, as well as the roles of other government agencies as they relate to the City.
- Working knowledge of photo-editing and document, design programs, as well as webpage and social-media trends.
- Working knowledge of modern office practices and procedures, filing processes, maintenance of official records and original documents.
- Working knowledge of a computer operating system in a Windows-based environment and Microsoft applications.
- Knowledge of basic accounting principles, basic budgeting procedures and government procurement techniques.
- Expertise and experience handling sensitive and confidential issues.
- Possession of excellent computer skills.
- Possession of superb written and verbal communication skills.
- Possession of strong organizational skills.
- Skilled in the operation of listed office equipment.
- Possess creative abilities, excellent team building skills and the ability to maintain a positive outlook.
- Ability to work independently with little supervision, prioritize workload and meet tight time lines, self initiate, set goals, organize, plan and coordinate projects, establish procedures and anticipate and implement changes as needed.
- Ability to make independent decisions and exercise judgment consistent with appropriate policies, procedures and techniques.
- Ability to recognize, analyze and recommend workable solutions to problems.
- Ability to proofread material rapidly and accurately, checking for several details simultaneously.
- Ability to establish and maintain effective working relationships with other employees, public and private officials, and the general public.
- Ability to work with, and relate to, divergent constituencies.
- Ability to be flexible (open-minded) and highly adaptable to change.
- Ability to be self-motivated.
- Ability to work under pressure and handle stressful situations with minimal supervision.

SPECIAL REQUIREMENTS

Possession of, or ability to obtain by date of hire, a valid state driver's license with an acceptable of driving record.

Must successfully pass a criminal history background check and be able to pass the City's security clearance standards for unescorted access to certain City facilities.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation will be made to meet the needs of qualified individuals with limitations who can perform the essential functions of the job.

- Sufficient clarity of speech and hearing or other communication capabilities, which permits the employee to communicate effectively.
- Sufficient vision or other powers of observation which permits the employee to complete the required job duties.
- Hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- Sufficient personal mobility and physical reflexes, which permits the employee to complete the required duties of the job.
- Must occasionally lift/move up to at least 25 pounds.
- On occasion, may have to work long hours in emergency situations.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed primarily indoors in mostly office settings, with a noise level that is usually quiet; at times work may be performed outside with a noise level and weather which may vary.

TOOLS AND EQUIPMENT USED

Computer including word processing, database, spreadsheet, email, and various social media applications, Internet, Intranet, scanner; networked copy machine with scanning, faxing, and printing features; multi-line phone and other communication devices; postage machine.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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