



City of Irving Job Description

Communications Specialist

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06331	Reports To (Job Title):	Communications Manager

PURPOSE

Through the strategic use of communication tools—print, media, digital—this position is essential to the dissemination of accurate and timely city information to internal and key external publics, thereby increasing organization visibility and enhancing the synergy of outgoing messages from leadership, elected officials and the city at-large.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Assist with the planning and execution of the city’s media relations initiatives through the generation of media advisories, press releases, and statements.
- Develop communication plans for community outreach initiatives.
- Employ interviewing skills to gather and analyze data from leadership and staff.
- Coordinate messaging with team members to insure messaging integration throughout all channels.
- Respect information that is confidential and/or sensitive in nature.
- Employ interviewing skills to gather and analyze data from leadership and staff.
- Monitor, evaluate and track media coverage using Internet and other resources and prepare daily media reports for leadership.
- Recommend ways to present issues that are complex, controversial and sensitive into public-friendly language in written, oral or graphic formats.
- Represent the organization by conducting presentations for internal and external customers, professional organizations, City Council and neighborhood associations.
- Research and develop content for leadership communications to include internal and external speaking engagements, talking points for media, digital media.
- Work with counterparts at external organizations to secure statements, photos and information. Write, edit and proofread executive communications as well as content for internal/external newsletters and special publications (e.g., brochures).

OTHER DUTIES AND RESPONSIBILITIES

- Assist in the coordination of media events.
- Assist with the development of Strategic Plan goals for Communications department.
- Assist with the generation of content for regular city-generated communications (City Spectrum, employee newsletter, internal e-communications).
- Develop and present communication-related curriculum for internal training purposes.
- Identify new and innovative ways to increase positive media coverage of organization.

- Make recommendations for communication initiatives that positively affect organization morale and external perception of organization.
- Oversee other communication-related projects as necessary.
- Assist with development with and updating of communications' crisis plan.
- Provide logistical support, as well as fulfill the communication needs, for special events.
- Provide presentation support for mayor, city council, city manager and other leadership team members.
- Serve as secondary support to Community Outreach Coordinator for the set-up of audio-visual equipment for external leadership presentations.
- Operate a motor vehicle when necessary.

SUPERVISORY RESPONSIBILITIES

Supervisory responsibility is not a regular part of the position.

FINANCIAL / BUDGETARY RESPONSIBILITY

Minimal

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree from an accredited four-year college or university in communications, journalism or related field.

EXPERIENCE

- Two (2) years of professional experience in communications, media relations and/or marketing.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, may be required.

KNOWLEDGE OF

- Command of principles of The Associated Press Stylebook.
- Media processes to include techniques and strategies for obtaining media coverage.
- Office software: Use of current office software, to include word processing, presentation, spreadsheet and database programs.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- Sales and marketing principles involved in communication.
- A/V Operations: Set-up, arrangement and breakdown of audio/visual equipment.

- Superior knowledge of the English language structure, content and grammar principles.
- Visual communication principles.
- Website maintenance techniques and practices.

SKILLS AND ABILITIES IN

- **Flexibility:** Adapting to changing priorities, based on city happenings and departmental requests.
- **Discretion:** Responsibly handling confidential and sensitive information that is mindful of privacy and likely consequences.
- **Prioritization:** Knowing how to prioritize projects, and responding to urgent matters with the timeliness required.
- **Advanced Digital Photography Skills:** Operating of advanced photography equipment.
- **Continual Learning and Reading Comprehension:** Working with new material or information, as well as complex subject matter, and understanding their implications.
- **Lead Coordination:** Coordinating the actions of other team members to complete projects.
- **Cooperation and Interpersonal Skills:** Establishing positive working relationships with all levels of personnel to include leadership, elected officials and external guests.
- **Creativity:** Developing innovative ideas and identifying creative angles about a given topic or situation.
- **Composure under Duress:** Remaining composed and able to make sound decisions during stressful or sensitive circumstances.
- **Information Organization:** Structuring and classifying multiple pieces of information from multiple sources.
- **Accuracy:** Keenly paying attention to detail with numbers and words.
- **Maintain Current Knowledge:** Reading, analyzing and interpreting general business periodicals, professional journals, technical procedures or government regulations.
- **Self-Management:** Working, with or without supervision, with an awareness of priorities.
- **Multi-Setting Oral Expression:** Communicating information and ideas when speaking so that others will understand in group settings.

GUIDANCE RECEIVED

Direction and Varied Methods

Typically receives general direction about assignments and work results to be attained. Requires judgment to determine which methods apply and what data/information should be considered.

Position must think through how issues can be addressed within existing policies and procedures and may assist others with more complex work methods and problems.

CONTACTS

The employee in this role will build and maintain relationships with other employees and internal customers, as well as, communication counterparts at external organizations and other municipalities. Occasionally, s/he will also maintain working relationships with organization consultants for the preparation of media information.

EQUIPMENT AND PROPERTY

This position utilizes an advanced digital camera, desktop computer and laptop, Audio/Visual equipment, and a press background/banner.

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.*

The employee is constantly required to drive a vehicle, lift up to 25 pounds (for set-up and break down of audio/visual equipment and media banner), kneel, listen, see, sit, stand, talk, and walk. S/he must also be able to operate a motor vehicle for travel to external events be able to stand for long periods of time at special events.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The noise level in the work environment usually is low. The work environment is an office work space that is extremely fast-paced and creative, and subject to interruptions. Sometimes, work will need to be performed outdoors.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.