

Exhibit 1- POSITION DESCRIPTION

Class Title: Public Relations Specialist **Position Number: 10920**
Department: City Managers Office **Grade Number:**
Division: 1210 **Union:**
Date: September 14, 2011 **Location: City Hall**

GENERAL PURPOSE

This is a highly specialized professional position with the main responsibility of planning, designing and executing effective programs to inform and educate the public and news media about information concerning the City.

SUPERVISION RECEIVED

Works under the general supervision of the City Manager or designee.

SUPERVISION EXERCISED

None generally. May exercise supervision over clerical, temporary or other staff, as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Plans, develops, and implements a comprehensive city-wide communications and marketing plan for the City, including internal and external communications; media relations, and special events.

Serves as main point of contact for news media in both emergency and non-emergency situations, except for police and fire activities, maintains contact with the media, coordinates interviews with City officials; answers specific inquiries from the media and the general public regarding City business; and maintains an effective crisis communications plan.

Develops, implements procedures for, and responds to media and general public requests for information, including responses to media outlets, citizen requests and other inquiries.

Prepares, reviews, edits and distributes publications, news releases, news stories, public policy statements, requests for news coverage, photos and supporting data/documentation and other communications to media outlets and the general public.

Actively explores and identifies new avenues for marketing the City's programs, services and accomplishments and communicating effectively and creatively with the community and the media.

Develops effective strategies to address potential issues which may impact on the City's image in the short, medium and long-term.

Advises City management regarding public information, communication and marketing strategies. Serves as liaison to various agencies to help promote the City and its community partners.

Prepares public policy statements, photos and supporting data for the news media, working collaboratively with departments to identify and develop content.

Prepares and/or oversees the production of a variety of documents and publications including but not limited to newsletters, annual reports, strategic plan documents, presentations, fliers and brochures. Writes and/or edits articles and headlines, designs layouts, and creates graphics.

Plans, designs and manages publication schedules and timelines.

Manages social media campaigns and day-to-day and monitors trends in social media tools and applications.

Coordinates photographic opportunities and takes photographs as required. Coordinates with cable and other carriers for on-going and special event information opportunities.

Assists in the preparation and execution of special City events, including groundbreaking, ribbon cuttings, news conferences, holiday programs and other events.

Collaborates with IT Department to add content and review/approve information on the City's website to ensure quality, accuracy and timeliness.

Interacts and communicates with a variety of groups and individuals including the City's elected officials, City management/department heads and employees, other City, County, State and Federal officials and their staff, community organizations, vendors and sales representatives, attorneys, the news media, and the general public.

Attends Board, Committee and staff meetings as assigned.

Performs other duties as assigned by the City Manager.

DESIRED MINIMUM QUALIFICATIONS

Requires a Bachelor's Degree in journalism, communication, graphic design, advertising or related area; four (4) years of progressively responsible experience in public relations/public information, possess a valid Florida driver's license. Government experience is preferred.

Certification from the Federal Emergency Management Administration, National Incident Management System IS-700.

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

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

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.

The noise level in the work environment is usually quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; drug screening; job related tests may be required.

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 job description 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.

Approval: _____
Director of Personnel/Labor Relations

Date: _____

Approval: _____
City Manager

Date: _____

Effective Date:

Revision History: