

CITY OF REDWOOD CITY COMMUNITY COMMUNICATIONS SPECIALIST

DEFINITION

Under administrative direction, the Community Communications Specialist works with City departments to ensure the development and dissemination to the community of clear, accurate and comprehensive information; and to continually develop methods and techniques for accomplishing improved communication between the City government and the general community. This position will be responsible for implementing and coordinating Council's priority and desire to improve communication with the community.

SUPERVISION RECEIVED AND EXERCISED

Receive general direction from the Assistant to the City Manager, City Manager or others as appropriate. Responsibilities may include technical or functional supervision over other personnel.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

1. Serve as resource/consultant to City departments in the development of communication with the community at large or with a targeted group regarding capital projects, program/service changes, and important development issues.
2. Support staff in City departments in the development of newsletters, letters to the community, project based communications, focus groups or other methods of communicating with the public.
3. Compile and analyze data in order to assess cost, operational feasibility and effectiveness of various forms of public communication.
4. Develop and supervise the delivery of specific outreach efforts to target special population groups that may need assistance in connecting with City services and programs.
5. May serve as representative to community meetings as well as to civic and neighborhood events on behalf of the City.
6. Advise and provide staff assistance to the City Council, City Manager/Assistant to the City Manager, and departments regarding items such as effective public information methods and procedures.

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7. Make presentations and/or assist Council members and/or staff in developing presentations on important issues.
8. Assist City in utilizing Peninsula TV as means of communicating more effectively with the community.
9. Assist in appropriately expanding the use of the City's Web site as a communication tool.
10. Assist staff in writing grants or award nominations.
11. During emergencies, serve as a member of the Emergency Public Information Team.
12. Assist staff in designing marketing campaigns to promote city services, programs and special events.

OTHER JOB RELATED DUTIES

Perform related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Public Information techniques and operational skills.

Principles and practices of organizations and change.

Principles of learning, work teams, and process improvements.

Common office equipment including a personal computer, and word processing, spreadsheets or other relevant software (e.g. PowerPoint).

Techniques to determine community needs and opinions.

How to write for general or targeted audiences.

Various forms of mass media, including Internet/Web/cable.

Ability to:

Involve stakeholders and develop their support for problem solving.
Make decisions in accordance with values and policies.

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Think and communicate clearly and concisely, both orally and in writing. Establish, maintain and foster positive and harmonious working relationships with those contacted in the course of work.

Determine the means/methods of communications that are most effective to specific situations.

Be sensitive to the community's need to be involved and the City's need to involve the community.

Listen to and understand the needs of the community, the Council and staff.

Break down issues into understandable pieces that are easily communicated.

Skill to:

Operate modern office equipment including computer equipment. Proficient in utilizing and developing Excel spreadsheets, Word documents, and Power Point presentations.

Effectively and efficiently use the Internet and web sites as resources.

Be well organized, yet flexible.

Be proactive and self managed.

Have an awareness of potential conflict of interest issues.

Meet tight deadlines.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two to three years performing responsible communications functions within a department or agency, including communications methods or techniques, disseminating information, serving as a consultant to enhance communication efforts.

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Training:

Equivalent to a Bachelors degree from an accredited college or university with major work in English, journalism, public or business administration or a closely related field.

License or Certificates:

Possession of, or ability to obtain, an appropriate, valid driver's license.

Special Requirements:

Essential duties require the following physical abilities and work environment:

Ability to work in a standard office environment with some ability to travel to different sites.

Bilingual ability is desirable.

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**ADA
DOCUMENTATION OF ESSENTIAL DUTIES**

1. SDE
2. SDE
3. MAE
4. SDE
5. MAE
6. SDE
7. MWE
8. OAE
9. OAE
10. MAE
11. OANE
12. MAE

**DOCUMENTATION SCALES AND CODES
FOR ESSENTIAL DUTIES**

Time Spent:

S	Significant	10% of day, week, or month
M	Moderate	5-9%
O	Occasional	Less than 5%

Frequency:

D	Daily
W	Weekly
M	Monthly
A	As needed

Supervisor/Manager Review:

E	Major focus of job/position
NE	Minor (can easily be assigned to another position)

Effective Date: October, 2000

Bargaining Group: Redwood City Management Employees' Association