

**PEORIA, ILLINOIS CITY GOVERNMENT
CLASS SPECIFICATION**

CLASS TITLE: COMMUNICATIONS SPECIALIST
DEPARTMENT: CITY MANAGER'S OFFICE
REPORTS TO: ASSISTANT CITY MANAGER

FLSA STATUS: E
DATE: 06/14

JOB SUMMARY:

Assists the Mayor, City Council and Administration to communicate City issues, policies, and programs to the general public. Coordinates public information efforts through traditional media, social media, marketing materials and electronic communication.

ESSENTIAL JOB FUNCTIONS:

- ◆ Ensures City communication program is designed to keep the public and employees informed through reports, brochures, newsletters, social media, press releases, information directories, and various media contacts.
- ◆ Interprets administrative policy and procedures for City staff members and the general public; communicates complex policies and ideas to the general public.
- ◆ Advises senior City leadership on strategically communicating issues to the public. Assist with crafting messages to the public.
- ◆ Develops new or revised public information programs; promotes positive media relations and community good will through public information programs; speaks to television, radio and print media on behalf of the City.
- ◆ Coordinates and orchestrates the City's social media presence.
- ◆ Manages content of City website and coordinates with Departments to ensure timely and accurate information is included on their departmental sites.
- ◆ Coordinates communications issued by other Departments to ensure consistency and accuracy of message.
- ◆ Meets with community groups and individuals on a variety to topics; works with outside organizations to organize neighborhood events.
- ◆ Responds to citizen information requests or complaints on behalf of the City Manager, Mayor, and/or City Council; contacts appropriate department for response as required.
- ◆ Performs special assignments as requested, to include researching and preparing reports and projects, developing and implementing programs, and presenting technical data to management, elected officials, and others.
- ◆ Support the coordination of public meetings and special events.
- ◆ Arranges news conferences and interviews. Coordinates public requests for speakers.
- ◆ Serves as Freedom of Information Act records officer for the City Manager and Mayor/Council offices.
- ◆ Performs other related duties as assigned.

MATERIAL AND EQUIPMENT USED:

Computer General Office Equipment Camera Calculator

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- ◆ Bachelor's degree from an accredited four-year college or university in Public Administration, Journalism, Marketing, or a related field; and,
- ◆ Four to six years of progressively responsible related experience; or,
- ◆ Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

Licenses and Certifications:

None.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- ◆ Principles and practices of public administration, municipal government organization, functions, structure, and policy issues.
- ◆ Community resources, City commissions, committees, boards and other governmental units.
- ◆ Principles and practices of effective public and media relations.
- ◆ Principles and practices of newsletter design, layout and editing.
- ◆ Principles of effective communication via social media outlets.
- ◆ Correct English usage, including spelling, grammar, punctuation, and vocabulary.

- ◆ Basic budgetary principles and practices.
- ◆ Administrative principles and practices, including goal setting and implementation.
- ◆ Applicable state, federal and local ordinances, laws, rules and regulations.
- ◆ Methods and techniques of research, statistical analysis and report presentation.
- ◆ All computer applications including hardware and software related to performance of the essential functions of the job.

Skill in:

- ◆ Using tact, discretion, initiative and independent judgment within established guidelines.
- ◆ Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- ◆ Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.
- ◆ Applying logical thinking to solve problems or accomplish tasks; to understand, interpret and communicate complicated policies, procedures and protocols.
- ◆ Accurately proofreading copy with accompanying knowledge of grammar, punctuation and spelling.
- ◆ Communicating clearly and effectively, both orally and in writing.
- ◆ Preparing clear and concise reports, correspondence and other written materials.

Mental and Physical Abilities:

- ◆ Ability to establish and maintain effective relationships with City officials, staff, civic groups, the media, state legislators and the general public.
- ◆ Ability to read, analyze and interpret professional periodicals and journals, technical procedures and government regulations.
- ◆ Ability to speak effectively before public groups and respond to questions.
- ◆ Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- ◆ Ability to define problems, collect data, establish facts and draw valid conclusions.
- ◆ While performing the essential functions of this job the employee is regularly required to sit, walk, use hands to finger, handle, or feel, and speak and hear.
- ◆ While performing the essential functions of this job the employee is occasionally required to lift and/or move up to 10 pounds.

Working Conditions:

- ◆ Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.
- ◆ The incumbent's working conditions are typically moderately quiet.
- ◆ Working time may require irregular hours and/or extended hours.

file: communications specialist

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.