

Job Class Code: 0852	FLSA Status: Exempt
Pay Basis: Salary (Annual)	EEO Category: 2

GENERAL DESCRIPTION OF CLASS

The purpose of the class is to coordinate and oversee public relations operations. The class is responsible for planning activities, writing programs, supervising staff, coordinating media relations, and developing communications. The job classification (class) works within broad policy and organizational guidelines; independently plans and implements projects; reports progress of major activities through periodic conferences and meetings.

TYPICAL TASKS

<ul style="list-style-type: none"> • Plans public relations and television activities in order to communicate City events or information to the community. • Coordinates media relations including promotional efforts, special projects, citizen surveys, and crisis communication plans. • Develops and implements communications strategies to achieve departmental goals. • Serves as public communications liaison and as on-camera host of programs. • Makes recommendations for and develops related procedures and methods to enhance public image. • Writes, edits, and produces programs and scripts to be broadcast. • Supervises, trains, and gives assignments to subordinate staff and recruits personnel and volunteers. • Provides counseling services for inquiries and problem solution. • Performs related tasks as necessary such as conducting statistical analyses. • Maintains and oversees the City social networking accounts. • Manages the online communication initiatives for the City. • Coordinates the development and implementation of new web projects. • Performs other related duties as assigned.
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GENERAL STANDARDS

Data Involvement	Plans, or directs others in the sequence of major activities and reports on operations and activities which are very broad in scope.
Interpersonal/People Involvement	Counsels or instructs others through explanation, demonstration, and supervised practice and makes recommendations based on technical expertise.
Reasoning Requirements	Performs work involving the application of principles of logical thinking and scientific, legal, administrative, professional, or other practices to diagnose or define problems, collect data and solve abstract problems with widespread unit or organizational impact.
Mathematical Requirements	Uses mathematics involving the practical application of fractions, percentages, ratios and proportions or measurements, logarithmic, or geometric construction; may use algebraic solutions of equations and inequalities; descriptive statistics; deductive geometry, plane and solid, and rectangular coordinates; mathematical classifications or schemes.
Language Requirements	Reads scientific and technical journals, abstracts, financial reports, or legal documents; speaks before professional and civic groups, participating in panel discussions and speaking extemporaneously on a variety of subjects; writes complex articles and reports; develops presentations for sophisticated audiences.

Mental Requirements	Uses advanced professional level work methods and practices in the analysis, coordination or interpretation of work of a professional, engineering, legal, managerial, or scientific nature and formulates important recommendations or makes technical decisions that have an organization wide impact; requires sustained, intense concentration for accurate results and continuous exposure to unusual pressure.
Decisions/Supervisory Control	Makes decisions as a significant part of the job, affecting a large segment of the organization and the general public; assists in developing policies and practices.

EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS

Vocational/Educational Requirement	Requires any combination of education and experience equivalent to a bachelor's degree in public communications or a closely related field.
Experience	In addition to satisfying the vocational/education standards, this job class requires a minimum of three years of related, full-time equivalent experience.
Special Certifications and Licenses	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards.
Special Requirements	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.