

<b>Job Class Code: 0858</b>	<b>FLSA Status: Non-exempt</b>
<b>Pay Basis: Salary (Annual)</b>	<b>EEO Category: 2</b>

**GENERAL DESCRIPTION OF CLASS**

The purpose of the class is to create and maintain the public image of the City. The job classification (class) is responsible for researching and preparing news releases, monitoring website content, assisting with television program production, and serving as liaison to City departments and the public. The job class works within a general outline of work to be performed; develops work methods and sequences under general supervision.

**TYPICAL TASKS**

- Develops liaison roles, both internally and externally, to expand and enhance the City’s communications efforts while supporting the overarching departmental goals of accurate, coordinated, and timely communication.
- Updates and monitors departmental web and social media information, posts current information, and responds to user inquiries as appropriate. Coordinates with other web and social media staff within the City for message development, as needed.
- Assists with video program production including operating various equipment (teleprompter, character generator), operating video cameras, assisting with equipment set-up in studio and in the field, and providing support to Video Production and Video Operations Coordinators.
- Writes, edits, and distributes news releases, media advisories, and other communications to media and residents.
- Participates in departmental emergency response activities, as assigned, including potential assignments outside normal working hours (Alpha Status).
- In the absence of a departmental Graphic Designer, designs, creates, proofreads, and/or edits materials such as graphics, publications, pamphlets, brochures, newspaper ads, logos and video graphics.
- Coordinates schedules for video production staff and video operations staff and assures both appropriate coverage of projects and that appropriate reporting is occurring. Performs office functions at the television studio such as answering phones and greeting visitors as needed.
- In coordination with management, maintains, updates, and enhances the weekly television programming schedule, to include selection of programs, blocking of schedules, determining appropriate airing times, and other related activities.
- Attends internal and external meetings as assigned, representing the department and providing advice to various individuals and/or groups on communications, video production, message development, and related topics.
- Performs other related duties as assigned.

**GENERAL STANDARDS**

<b>Data Involvement</b>	Coordinates or determines time, place or sequence of operations or activities based on analysis of data or information and may implement and report on operations and activities.
<b>Interpersonal/People Involvement</b>	Works with diverse groups inside and outside of the organization to build consensus, determine needs, and deliver messages.
<b>Reasoning Requirements</b>	Performs coordinating work involving guidelines and rules but solves problems constantly. Is extremely detail-oriented and meticulous with all aspects of work.
<b>Mathematical Requirements</b>	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percentages.
<b>Language Requirements</b>	Reads journals, manuals, and professional publications; speaks informally to groups of coworkers, staff in other organizational agencies, the general public, and people in other organizations; composes original reports, training and other written materials using proper language, punctuation, grammar, and style; may present training programs.

<b>Mental Requirements</b>	Performs professional level work requiring the application of principles and practices of a wide range of administrative or technical methods in the solution of administrative or technical problems; applies general understanding of operating policies and procedures to solve complex administrative problems; requires continuous, close attention for accurate results or frequent exposure to unusual pressure.
<b>Decisions/Supervisory Control</b>	Guides others, making frequent decisions, affecting the individual, coworkers, and others who depend on the service or product.

**EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS**

<b>Vocational/Educational Requirement</b>	Requires any combination of education and experience equivalent to a bachelor's degree in public communications or a closely related field.
<b>Experience</b>	In addition to satisfying the vocational/education standards, this job class requires a minimum of one year of related, full-time equivalent experience.
<b>Special Certifications and Licenses</b>	Requires a valid driver's license and a driving record that is in compliance with City Driving Standards.
<b>Special Requirements</b>	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 job class description and not an individual position description. A job class description 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 all essential job functions for a given position in a job classification.*