

<b>Job Class Code: 0860</b>	<b>FLSA Status: Exempt</b>
<b>Pay Basis: Salary (Annual)</b>	<b>EEO Category: 2</b>

**GENERAL DESCRIPTION OF CLASS**

The purpose of the class is to coordinate public relations services through the development and maintenance of informational and promotional materials. The class is responsible for researching and preparing news releases, developing information services, assisting with television program production, serving as liaison, and providing counseling services. The 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**

- Researches available resources for marketing, advertising, and communicating City events or information to the community.
- Coordinates, develops, and maintains informational materials and services such as graphics, publications, pamphlets, brochures, newspaper ads, and/or web site content.
- Assists with television program production including operating writing scripts and providing talent for programs and news segments.
- Serves as liaison for the City to maintain public image through media relations, interviews, television, the Internet, publications, and other means of communication.
- Provides counseling services for inquiries, problem solution, and crisis management.
- Makes recommendations for and develops related procedures and methods to enhance public image.
- Prepares and maintains calendar of events, correspondence, reports, and other documentation.
- Performs related tasks as necessary such as supervising staff and/or volunteers and coordinating facility tours.
- 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>	Counsels or instructs others through explanation, demonstration, and supervised practice and makes recommendations based on technical expertise.
<b>Reasoning Requirements</b>	Performs coordinating work involving guidelines and rules but solves problems constantly.
<b>Mathematical Requirements</b>	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percents.
<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 decisions almost constantly, 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 class requires a minimum of two years 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 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.*

Revised 07/24/2020