

City of Fort Worth, Texas Job Description

Classification Title	Communication Coordinator		
Job Code:	PR1290	Job Family:	Professional
Pay Grade	612	Date Reviewed:	06/12/15
FLSA Status	Exempt	Date Revised:	03/04/16

GENERAL SUMMARY

Plans, develops, implements and manages communications programs. Oversees, coordinates and approves printed and electronic publication and media releases for external distribution; ensures consistent voice and branded presentation of content on City website and social; and ensures compliance with Federal government and World Wide Web Consortium for web properties accessibility requirements.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations.
2. Serves as the primary media spokesperson, media liaison and communications resource for the department. Develops press releases. Represents the City or department at external organizations including community meetings, civic organizations, schools and governmental groups.
3. Oversees staff responsible for communication, public relation and public education related efforts pertaining to assigned area of responsibility.
4. Develops strategic communication programs, public relations campaigns, special events and promotional activities for the department or City.
5. Recommends and assists in the implementation of program goals and objectives; establishes schedules and methods for providing services; implements policies and procedures; monitors communication program performance; and recommends and implements modifications to programs and procedures.
6. Plans, reviews, edits, writes, produces and manages content for internal/external communications, marketing and promotional materials, website and social media. Collaborates with senior management to receive approval on final version; and lays out the content for presentation on the web, email and social media.
7. Develops communications programs and continuously monitors and evaluates the quality, efficiency and effectiveness of communications programs and campaigns.

8. Prepares and ensures proper administration of communications budget; monitors related expenses.
9. Consults on overall web strategy; creates interfaces between business systems and the website; and creates graphic design for promotional materials and the web.
10. Provides technical assistance for public engagement activities; educates officials and staff on use of social media, software and other tools; and ensures proper staffing for events.
11. Performs other related duties as required.
12. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**

- City department and functions.
- Associated Press style conventions.
- Design and typographic principles.
- Business systems used by the City.
- Current best practices and processes used by the City.
- City purchasing rules and process.
- Principles and practices of community organizations and public and media relations.
- Marketing theories, principles and practices and their application to program promotion.
- Modern office equipment including computers.
- Crisis, internal and public communication.
- Principles and practices of marketing, public relations, communication, customer and media relations.
- Freedom of Information Act, Texas Open Records Act and related regulations, guidelines and policies.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Public relations and customer service techniques.
- Research methods, techniques.
- Various media that allow for the diverse distribution of public information.
- Pertinent federal, state, and local laws pertaining to open meetings, open records, and the collection and dissemination of information.
- Principles of Public Management and Administration and Public Finance.

- **Skill in:**

- Computers and applicable software and systems.
- Web research.
- Strategic thinking and problem solving.
- Troubleshooting.

- **Ability to:**

- Communicate clearly and effectively, both orally and in writing.
- Analyze user behavior to identify patterns that require system modifications.
- Identify complementary sources or create tests to collect additional sources of data on user behavior.
- Make purchasing or policy decisions.
- Coordinate, develop and direct assigned departmental public education program.
- Counsel management on communication issues.
- Interpret and explain City policies and procedures.
- Communicate clearly and concisely, both orally and in writing.
- Comprehend and make inferences from written material.
- Design, create, prepare and present news releases and other public information materials.
- Interact with media and the public in an engaging and professional manner.
- Interpret and analyze technical data and information for decision-making and reporting purposes.
- Plan and direct projects from inception to completion.
- Establish and maintain effective working relationships.

MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in Business Administration, Public Relations, Journalism, Marketing, Communications, Public Administration or a related field and four years of increasingly responsible experience in public relations, journalism, marketing, communications, or a closely related field, including two years of administrative management or supervisory responsibility.

OTHER REQUIREMENTS

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

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.