

CITY OF SPOKANE VALLEY

POSITION DESCRIPTION

Class Title: Communications Specialist
Department: Community and Public Works
Division: Economic Development
Date: August 15, 2023

Job Code Number: 435
Grade Number: 15
FLSA Status: Exempt
Location: City Hall

GENERAL PURPOSE

Coordinates internal resources to create media content in support of the City's public communication initiatives and strategies.,

SUPERVISION RECEIVED

Works under the general guidance and direction of the Communications Manager.

SUPERVISION EXERCISED

N/A

ESSENTIAL DUTIES AND RESPONSIBILITIES

Creates and organizes comprehensive and effective media, promotional and public relations materials to address external and internal audiences. Utilizes existing communication methods to enhance public engagement and understanding of City services and initiatives.

Establishes and maintains favorable relations with internal customers to meet their communication goals. Prepares information for the general public and media through engaging web content, various newsletters and publications, and other communications tools as assigned. Serves as a resource to the Communications Manager to disseminate content concerning breaking stories, news features and publicity campaigns.

Assists with the promotion of events, including but not limited to City Council events, groundbreaking ceremonies, open houses and City Council or Department projects.

Develops public service announcements, flyers, brochures, display and digital advertising, electronic and print newsletters, and audio-visual materials.

Coordinates communication and related activities with other City departments. Provides professional communications support and guidance to the Communications Manager and City departments including developing communication and public engagement strategies that support established goals. May draft speeches, presentations and articles for finalization and delivery by others.

Advises supervisor and other departments, as needed, of concerns and questions brought by the public.

PERIPHERAL DUTIES

Participates in interdepartmental and interagency efforts to maintain and expand the City's web site, including preparation and publishing of content.

Works with City staff to develop background information in support of the City's state and federal legislative agenda.

Research, evaluates, and recommends emerging communications technology to facilitate better communication with citizens.

Participates as team member in media relations and public relations strategy and planning efforts for proactive or reactive issues.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Graduation from a four-year college or university with a degree in public relations, communications, journalism, marketing, public administration or a closely related field; and
- (B) Minimum of three (3) years previous professional experience desired; or
- (C) Any equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

- (A) Ability to effectively and accurately communicate, both verbally and in writing, with employees, consultants, and City management staff. This includes the ability to research, write and edit both electronic and print publications; prepare marketing materials and reports;
- (B) Effective experience in modern methods, principles and practices of preparing and presenting public information materials;
- (C) Expertise with all forms of social media
- (D) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to greet and respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with employees, supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

SPECIAL REQUIREMENTS

Must possess a valid State driver's license or have the ability to obtain one prior to employment.

TOOLS AND EQUIPMENT USED

Personal computer, including word processing, spreadsheet, data base, presentation, publishing and graphics software.

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.

Work is performed mostly in office settings. Some outdoor work is required as part of ground-breaking ceremonies or similar community events.

While performing the duties of this job, the employee is occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; stoop, kneel, crouch, or crawl; and is required to talk and hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

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.

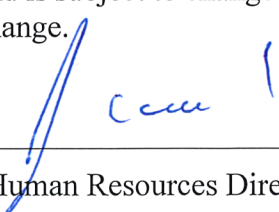
While performing the duties of this job, the employee occasionally works in outside weather conditions. The noise level in the work environment is usually quiet to moderate.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: 
Human Resources Director

Approval: 
City Manager

Effective Date: August 15, 2023

Revision History: May 1, 2005 New

June 20, 2018, Update