

City of Dunedin, Florida
Class Description

POSITION TITLE: Multimedia Public Information Coordinator
Communications Department

GENERAL STATEMENT OF JOB

Under general supervision, coordinates public information, and assists with community engagement related to the conception, design, creation, development and production of media – video, audio/podcasting, digital/social media, e-newsletters, print, email, web and metrics/measurement – for diverse audiences, including internal and external stakeholders. This work includes interactions with City officials, City departments, City staff, government agencies, media and the public for the purpose of disseminating and gathering information regarding existing or proposed City and community services or activities, programs and/or projects. The Multimedia Public Information Coordinator is expected to use new and emerging technology to execute communications programs. This position reports to the Communications Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.

Assists with the strategic coordination of a wide variety of marketing, community outreach, writing, digital/social/video, photography and public relations activities to educate and inform the public about the City.

Assists with the implementation and coordination of social media strategies through the use of a variety of engagement platforms such as Facebook, Twitter, video/YouTube, Instagram, Nextdoor and other digital media tools and platforms.

Creates and edits engaging, creative video content for digital platforms, including social media and City website. Also work/coordinate with outside video contractors to produce and edit videos.

Assists in social media platform monitoring and messaging responding to comments/questions from the public. Measure social/digital engagement through metrics/analytics.

Stays up-to-date on the latest developments in digital/social/video technology

and community outreach/citizen engagement tools.

Drafts media releases and assists with distribution through appropriate communication outlets.

Assists Director and Departments with strategic communications, including writing and distributing media releases, video scripts, social media posts and talking points to communicate city initiatives, support City Commission policies and guide the City's narrative based on facts and information.

Supports Director of Communications as a member of the crisis communication team and may be assigned to the Emergency Operations Center (EOC) when activated.

Attends meetings of the City Commission, civic groups, Boards & Committees, and additional meetings as requested.

Assists with graphics for Dunedin TV/livestream, videos and cable channel billboard and the City's website.

Photographs City events and/or meetings as needed for social media content/engagement.

Assists with graphic design requests needed for digital platforms and City presentations.

ADDITIONAL JOB FUNCTIONS

Assist in the livestream operations of City Commission, Committee meetings.

Monitor Dunedin TV channel/cable platforms.

Work with broadcast engineer contractors to maintain video/audio and livestream equipment.

Performs other related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in journalism, marketing, public relations, public administration, communications or a related field, with at least three (3) years of verifiable work experience in communications, public relations, social media, video, marketing or related field. Similar work experience in a municipal

government setting with a general knowledge of the Sunshine Law and Public Records in Florida is preferred.

An equivalent combination of education, training, and experience will be considered.

SPECIAL REQUIREMENTS

Public Information Officer training and NIMS certification is recommended. Opportunities for training are provided through the City and County/FEMA.

Requires a valid Florida driver's license.

PERFORMANCE INDICATORS

Knowledge of Job: Has thorough knowledge of the methods, procedures and policies as they pertain to the performance of essential duties of the Multimedia Public Information Coordinator. Possesses considerable knowledge of the methods, principles, and practices of journalistic writing and editing as applied to public relations and promotion of municipal activities. Must possess a working knowledge of digital photography, public speaking, graphic design, video production, social media and editing. Ability to deal with public relations problems effectively, courteously, and tactfully. Is able to communicate clearly, concisely, and accurately through verbal, written and visual presentation.

Team collaboration and organizational skills; ability to communicate clearly and concisely; demonstrated proficiency with writing and editing digital/social media. Ability to follow written and verbal direction, and demonstrate excellent customer service skills. Is able to maintain confidentiality as required. Has the ability to plan, organize and prioritize daily assignments and work activities. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to comprehend, interpret and apply, regulations, procedures and related information to properly disseminate data. Is able to compile, assemble, copy, record and/or transcribe data and/or information

as needed according to effectively communicate with internal and external stakeholders.

Human Interaction: Requires the ability to exchange information for the purpose of obtaining information or clarifying details. Has the ability to maintain effective working relationships with staff, including department heads/division directors, elected officials as well as other employees, community leaders and the general public. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the City and the department. Is able to offer assistance to fellow employees as necessary.

Equipment, Machinery, Tools and Materials Utilization: Requires the ability to use, operate and/or handle equipment such as a computer, video camera, iPhone, copier, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned duties.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

Verbal Aptitude: Requires the ability to use a variety of reference and descriptive data and information. Has considerable knowledge of proper English usage, vocabulary, punctuation and spelling, English grammar and composition. Must be able to speak, write and understand English.

Functional Reasoning: Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to read and interpret various materials pertaining to the responsibilities of the job.

Situational Reasoning: Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled

repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

Sensory Requirements: Tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive computer screen exposure.

The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



Director of Communications



Date