

City of Dunedin, Florida
Class Description

JOB TITLE: Public Information Coordinator
Community Relations Department

GENERAL STATEMENT OF JOB

Under general supervision, coordinates public information and assists with community outreach via print, email, web, apps, social media and online engagement tools. Attends and participates in meetings with City officials, boards and committees, business, neighborhood, and community groups, and the general public, for the purpose of disseminating and gathering information regarding existing or proposed City and community services or activities, programs and/or projects. This position reports to the Community Relations 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 coordination of a wide variety of marketing, community outreach, writing and public relations activities to educate and inform the public about the City.

Responds to public inquiries in a timely manner pertaining to the City via email, social media, phone, digital apps and/or online engagement tools.

Stays up-to-date on the latest developments in online technology and community outreach/citizen engagement tools.

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

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

Assists with Emergency Communications and Public Information as directed; acts as the back-up to Community Relations Director if the Emergency Operations Center (EOC) is activated.

Public Information Coordinator, Community Relations Department

Assists with development and coordination of the citizen academy, outreach at community events, newsletters and other forms of communication outreach.

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

Assists with Dunedin TV, the City's Website, and photographs City events and/or meetings as needed.

ADDITIONAL JOB FUNCTIONS

Performs routine clerical duties, digital media and performs , including copying and filing documents, ordering office supplies, receiving deliveries, running errands, faxing information, etc.

Performs other related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in journalism, business administration, marketing, public relations, public administration, communications or a related field, with at least three (3) years of verifiable work experience in journalism, public relations, social media, 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 certification is required, or must be able to obtain within the first year of employment.

Requires a valid Florida driver's license.

PERFORMANCE INDICATORS

Knowledge of Job: Has thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential

Public Information Coordinator, Community Relations Department

duties of the 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, layout, 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 leadership 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, copier, fax machine, 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.

Public Information Coordinator, Community Relations Department

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 VDT 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.



Community Relations Director

10/3/17
Date