



Range: SG-13
FLSA: Non-exempt
Date: February 20, 2020

PUBLIC RELATIONS COORDINATOR

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To plan and coordinate the operations, programs, and activities in public relations for the City of Sedona.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Communications and Public Relations Manager or designee.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS--*Essential and other important responsibilities and duties depending on which main function of the department you may be assigned, may include, but is not limited to, the following:*

Essential Functions:

1. Assists in informing and engaging the public on major City initiatives.
2. Builds public trust through meaningful engagement.
3. Manages the Citizen Engagement Program; encourages participation in the program by providing information to the public, interacting with local media; creating promotional information; and interacting with community organizations in the recruitment of volunteers.
4. Executes the City's Citizen Engagement Plan and develops project-based strategic citizen engagement plans.
5. Collects meaningful citizen engagement through work groups, surveys, social media, etc., to help staff and City Council make more informed decisions.
6. Plans and coordinates public meetings, volunteer appreciation events, and the annual Citizens Academy.
7. Communicates to the public about City Council's priorities and objectives.
8. Assists the Communications and Public Relations Manager on overarching communication projects.
9. Executes the City's Community Survey, Citizens Academy, and the Volunteer Luncheon.
10. Recruits volunteers for work groups and focus groups and recommends assignments that will make the best use of individual talents; serves as liaison between volunteers and staff.
11. Prepares program reports on operations, ideas, and activities as needed.
12. Exhibits a service orientation toward citizens and maintains productive and positive working relationships.
13. Communicates regularly with all City departments and divisions.
14. Ensures timely communication to citizen participants and staff.

15. Establishes updates and maintains databases, files, and records in automated information systems; enters data into system files and databases; researches and retrieves information from databases; incorporates data into assigned records and documents; creates statistical reports and summaries from data; and generates automated reports from systems.
16. Prepares and releases press and media information in accordance with City policy.
17. Assists with related budget activities; collects and reports information used in developing budget proposals; monitors and reports expenditures and fund balances; researches budget issues; and prepares budget reports and summaries upon request.
18. Stays informed of City activities that could be of relevance to public relations.
19. Assists in the development and publication of City newsletters, fact sheets, and bulletins that relate to public relations.
20. Operates a personal computer, telephone, copier and other general office equipment as necessary to complete essential functions.
21. Prepares documents in the form of spreadsheets, databases, word processing, or other system software.
22. Performs a variety of administrative duties including opens and sorts mail, reads and responds to email; responds to telephone messages and calls and reads and distributes releatable information.
23. Requires attendance at meetings, City events, and other functions as they apply to the program or to the interest of the city.
24. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, techniques, tools, and media used in promoting good public relations.
- Principles and practices of volunteer management.
- Business English and the editorial process.
- Social networking systems and other e-based communications networks.
- Excellent written and oral communication skills.

Ability to:

- Communicate clearly with the general public, media, staff, public officials, and community/civic clubs and organizations.
- Learn new information and systems for effective and efficient communication.
- Review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification.
- Communicate clearly by phone or in person in a one-to-one or group setting.
- Act as a conduit to the public, including interacting, instructing, and coordinating activities and meetings.
- Meet deadlines and perform tasks in a fast-paced environment.
- Exercise discretion in handling confidential and sensitive information.
- Develop and deliver public presentations and represent the City during public meetings.
- Keyboarding and knowledge of business equipment and applicable software applications.
- Learn new information and systems when required in order maintain effective and efficient communication.
- Exercise diplomatic interpersonal and collaborative skills.

OPTIONAL EXPERIENCE:

- Marketing
- Video creation
- Social media management
- Website content management
- Press relations and press release creation
- Graphic design

EXPERIENCE AND TRAINING GUIDELINES:

Any combination of experience and training that would likely provide the required knowledge and ability is qualifying. Any typical way to obtain the knowledge and abilities would be:

Experience and Training:

Any combination of training, education and experience equivalent to graduation from an accredited college or university with a bachelor's degree in Liberal Arts, Public Relations, Business, Public Administration, or a related field. One year of increasingly responsible experience in the administration of a volunteer program desirable; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for the job duties.

WORKING CONDITIONS

Environmental Conditions:

Office environment utilizing computers and other office equipment.

Physical Conditions:

Essential and other important responsibilities and duties may require maintaining physical condition necessary for sitting for prolonged periods of time and working closely with others; general manual dexterity; may involve some lifting, carrying, pushing and/or pulling of objects and materials.