

City of Fort Worth, Texas Job Description

Classification Title	Communications Specialist		
Job Code:	PR1300	Job Family:	Professional
Pay Grade	609	Date Reviewed:	07/06/15
FLSA Status	Exempt	Date Revised:	03/04/16

GENERAL SUMMARY

Oversees and reviews communications programs, systems and initiatives for assigned department; develops media relations, public relations, marketing campaigns, publications, web design and event planning; writes and edits material for citywide communications.

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. Oversees and coordinates assigned department communications, marketing and outreach programs.
2. Recommends and assists in the implementation of communications program goals and objectives; establishes schedules and methods for providing program services, including work plans, service level agreements and memoranda of understanding; and implements communications policies and procedures.
3. Monitors performance of assigned communications, marketing, and outreach programs. Recommends and implements modifications to systems and procedures.
4. Promotes and coordinates specific activities within a public education or community program, project or initiative; prepares communications and marketing materials including news releases, fliers, and schedules of events, pamphlets and brochures; oversees social media; and oversees distribution of published materials.
5. Monitors the effectiveness of assigned communications programs; and recommends program changes in response to results. Maintains records and develops reports and correspondence related to the effectiveness of new or ongoing programs or projects; maintains and files related reports; and prepares statistical reports, as required.
6. Represents the City or department at community meetings, civic organizations, and governmental groups; researches print and broadcast media insertions, compiles and distributes to stakeholders; and prepares and present presentations regarding assigned communications program.
7. Conducts surveys and research to monitor effectiveness of assigned communications programs; and recommends program changes in response to results.

8. Performs other related duties as required.
9. 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:**
 - Basic operations, services and activities of assigned public education program.
 - Principles and practices of community organizations and public and media relations.
 - Environmental issues and concerns, if applicable to assigned program.
 - Associated press style.
 - Design and print processes.
 - Basic procedures, methods and techniques of budget preparation and control.
 - Recent developments, current literature and information related to program management.
 - Marketing theories, principles and practices and their application to program promotion.
 - Budget preparation and administration.
 - City businesses and activities.
 - Modern office equipment including computers.
 - Crisis, internal and public communication.
 - Pertinent Federal, State and local laws, codes and safety regulations.
- **Skill in:**
 - Computers and applicable software.
 - Organization and time management.
 - Marketing and promoting.
 - News and feature writing.
 - Headline writing.
 - Reporting.
 - Public relations writing.
 - Interpersonal relations.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Coordinate, develop and direct assigned departmental public education program.
 - Recommend and implement goals and objectives.
 - Counsel management on communication issues.
 - Elicit community and organizational support for program.
 - Promote program by implementing and designing marketing and promotional items.
 - Interpret and explain City policies and procedures.
 - Prepare and administer program budgets.
 - Allocate limited resources in a cost effective manner.
 - Proofread and edit.
 - 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 Administration, Public Relations, Journalism, Social Sciences, Marketing, Communications, or a related field and three years of increasingly responsible experience in public relations, communications, marketing, or related field.

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, stooping, kneeling, crouching, reaching, 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.