

# CITY OF BEAVERTON

## Public Information Coordinator

### General Summary

Provide a variety of professional level public relations work. Assist the Public Information Manager and City departments to develop, implement and maintain a comprehensive communications and public relations program.

### Key Distinguishing Duties

Support the overall communications and public relations program including coordination and implementation of strategic communication initiatives. Serve as media liaison when assigned by the Public Information Manager.

### Essential Functions

*Depending upon assignment, the incumbent may perform a combination of some or all of the following duties, which are a representative sample of the level of work appropriate to this class.*

1. Prepare media communications. Research information and issues when preparing external communications. Write and edit copy for press releases, feature articles, public service announcements and promotional materials following branding rules and guidelines. Ensure core messaging is built into all city-related communications.
2. Coordinate press releases/media advisories and advertisement schedule.
3. Assist with the planning, organizing and facilitation of a comprehensive communications and public relations program, including assisting in developing and monitoring program's budget. Handle confidential and sensitive information.
4. Develop and produce internal and external messaging for educational materials, training, public involvement activities and events. Create and disseminate materials. Act as City photographer.
5. Plan, organize, and coordinate/facilitate special events, meetings, community forums, conferences, workshops, projects, exhibits and other activities. Support and coordinate public involvement or media issues of mutual interest with other jurisdictions.
6. Coordinate and/or produce City-wide publications. Collaborate with City departments to write complex topics and carryout initiatives.
7. Coordinate and communicate the City's branding policies and guidelines. Work with City departments to ensure a consistent branding message.
8. Manage advertising production schedules and work with graphic design consultants.

9. Coordinate media records requests as assigned. Maintain department internal/external website.
10. Participate in and provide media/communication training. Provide coaching in communication methods to ensure consistency in City communications.
11. Provide a variety of administrative support, such as formatting and maintaining databases and spreadsheets, verifying, tracking and updating information including budget monitoring. Produce standard and customized reports. Prepare annual comprehensive communications calendar for City-wide programs.
12. Participate in division/section operational processes including procedure development and implementation.
13. Develop work plans, timelines and resource allocations for assigned projects. Monitor progress to ensure objectives are met.
14. Represent the City to the public in operational functions as required. Advance and protect the interests of the City and its citizens in all matters.
15. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to safety of self, co-workers and the general public.
16. Participate in the City Emergency Management program including classes, training sessions and emergency events.
17. Produce an acceptable quantity and quality of work that is completed within established timelines.
18. Follow standards as outlined in the Employee Handbook.
19. Actively promote and support diversity in the workplace through staffing, promotions, training and career development. Model respect for diversity in the workplace.

### **Other Functions**

1. Perform related duties of a similar scope and nature.

### **Knowledge Required**

- ◆ Working knowledge of procedures, practices and principles of public relations, media relations and marketing.
- ◆ Working knowledge of governmental and public sector operational principles, processes and procedures.
- ◆ Working knowledge of strategic planning methods with an emphasis on services.
- ◆ Working knowledge of practices and principles of public/business administration and decision-making.

- ◆ Working knowledge of administrative support functions.
- ◆ Working knowledge of basic bookkeeping/accounting.
- ◆ Basic knowledge of public purchasing and contracting laws and regulations.

### **Skills/Abilities Required**

- ◆ Ability to perform basic data analysis, draw conclusions and provide preliminary reports.
- ◆ Ability to establish and maintain effective working relationships with employees, contractors, other agencies, public officials and the general public.
- ◆ Ability to communicate effectively both orally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Ability to demonstrate leadership behavior to employees, contractors, public officials, other agencies, customers and the general public.
- ◆ Ability to organize and prioritize workload and projects.
- ◆ Ability to make presentations before groups and develop reports that may include technical information.
- ◆ Ability to participate on a team focused on producing high quality results.
- ◆ Ability to use general office equipment.
- ◆ Skill in writing press releases and media releases using common standards for such formats.
- ◆ Skill in using word processing, spreadsheet programs or other application software as required for position.
- ◆ Skill in monitoring budget and developing cost estimates.
- ◆ Skill in conceptual analysis and policy/program development and implementation.
- ◆ Skill in standard English grammar, spelling and usage
- ◆ Skill in basic arithmetic and mathematics.

### **Minimum Qualifications Required for Entry**

Bachelor's degree in marketing, public or business administration or related field and 2 years increasingly responsible experience in a service-oriented environment preferably in the public sector, or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position.

### **Licensing/Special Requirements**

- ◆ Some positions in this classification are required to possess a valid driver's license and the ability to meet the City's driving standards.

### **Working Conditions**

Regular focus on a computer screen; daily use of a keyboard or similar device; daily operation of power office equipment; lifting, moving or carrying of objects of 20 to 40 pounds; daily crouching, bending, reaching or kneeling to perform filing or photography activities; occasional

dealing with distraught or difficult individuals; frequent work activities or attendance at meetings outside normal working hours.

**Classification History**

Created: July 2012

Status: SEIU  
FLSA: Non-exempt

\_\_\_\_\_  
Department Head Signature

\_\_\_\_\_  
Human Resources Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date