

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB502 Development Services Communications Coordinator
POSITION #/TITLE: 2702 Development Services Communications Coordinator	Adopted: 10-13
	Revised: 05-15

POSITION DESCRIPTION

Dept /Division: City Manager/Communications Division	Manager Level: Program Administrator
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 13
Reports To Position #/Job Code #/JC Title: 2478/NB390/Communications Manager	Dotted-line Reports To Position #/Job Code #/JC Title:
FLSA Status: Exempt	City Overtime Status (Employee Type): Exempt (Salaried)
Physical Demand Rating: Medium	Work Environment: Uncontrolled
Pre-employment Testing: Drug and health screening after contingent offer.	Position Testing: Word, Excel, Access, PowerPoint, Publisher
Personal Protective Equipment: None	

General Statement of Duties

Oversee publications, media promotions and outreach that support the Development Services Department services and programs. Responsibilities include: development and implementation of communication plans, serves as Public Information Officer for Development Services; management of media contracts, administration of community information policies and programs, and development and coordination of educational programs and materials. Position would support development of strategic content for Development Services and other City Departments. Content would be developed in cooperation with various department contributors and outside contractors, and made available on a variety of media and social media outlets.

Distinguishing Features of the Class

Considerable leeway is granted for the exercise of independent judgment and initiative. The Development Services Communication Coordinator requires the ability to create and manage messages, write and distribute press releases, and promote the Development Services Department services and programs.

Examples of Essential Work (Illustrative Only)

Develops and manages community outreach efforts for the Development Services Department, including Building Services Division, Public Works, Community Development, Economic Development, and Development Services Division;

Develops, implements and manages strategic communications plans for the Building Services Division, Public Works, Community Development, Economic Development, and Development Services Division;

Ensures consistent utilization of the most effective communications medium, and develops and presents community information and educational material to staff and public;

Responds to requests and inquires concerning adopted or established programs, policies, procedures, and timelines;

Contributes to the success of the Communications Division and works in cooperation with other staff from departments throughout the City, as well as consultants and other external organizations;
Creates accessible, easily understood information about the mission, services and programs of the Development Services Department and assures this information is communicated regularly and readily available to internal and external customers;
Monitors community feedback and strategically responds to questions and concerns about City programs and initiatives;
Participates in planning and preparation of budget for community information education activities;
Coordinates, plans, and manages the development and implementation of the integrated communications strategy within the Development Services Department and other City Departments when necessary;
Creates media strategy and develops ongoing media relationships to ensure effective communication of City projects and programs with the public;
Develops and manages content on CRTalks, CR News, and other related communication channels for Development Services Department and other City Departments as necessary;
Oversees promotion of the communication plan including coordination of web site information updates;
Develops, prepares, negotiates, and administers media contracts;
Establishes relationships with and serves as a liaison to community organizations, and coordinates programs that enhance community relations;
Assists with publications and other media that promote the City's or Development Services Department mission, services and programs;
Develops educational materials and presentations for schools, classrooms, public libraries, and various youth groups and organizations;
Develops and produces Development Services Department newsletters, brochures, and other printed material;
Strategically prepares advertisements and other information disseminated to print and electronic media;
Plans, develops, implements, and evaluates educational processes for the Development Services Department services and programs;
Follows editorial and graphics standards for City community information;
Manages Development Services Department surveys outreach for customer feedback on specific issues;
Maintains customer feedback and related metrics records for all programs;
Participates in industry associations and organizations, attends meetings, conferences, and workshops;
Attends work regularly at the designated place and time;
Supports continuous process improvement initiatives;
Performs related duties and responsibilities as required.

Required Knowledge and Abilities

Considerable knowledge of public relations principles and practices as they pertain to the internal and external communication needs of the Development Services Department;
Proficiency in verbal or written communications;
Ability to research, collect, analyze, interpret, and explain information to varying audiences;
Ability to perform a variety of complex tasks simultaneously;
Ability to achieve the professional confidence of others and to elicit cooperation from others;
Ability to exercise good judgment and make independent decisions in a manner consistent with the essential job functions;
Ability to establish and maintain good working relationships with staff, public officials, community leaders, and general public;
Ability to communicate with others and to assimilate and understand information in a manner consistent with the essential job functions.
Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities;

Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
Ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree with a major emphasis in public relations, mass communications or journalism or other related field; and
Considerable experience in public speaking, and public relations; or
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Required Special Qualifications

Valid Iowa Driver's License upon appointment.

Essential Physical Abilities

Requires the following, with or without reasonable accommodation:
Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;
Sufficient vision, which permits the employee to review a wide variety of written correspondence, reports, and related material in both electronic and hard copy form;
Sufficient manual dexterity, which permits the employee to operate a vehicle, keyboard and computerized equipment, other office equipment, and produce hand-written materials and notations;
Sufficient personal mobility, which permits the employee to visit worksites and remote field locations with some easily accessible and some not.