

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB461 Utilities Communications Coordinator
POSITION #/TITLE: 2590 Utilities Communications Coordinator	Adopted: 01-14
	Revised:

POSITION DESCRIPTION

Dept /Division: City Manager/ Communications Division	Manager Level: Program Administrator
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 12
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

Oversees publications, media promotions and outreach that support the Utilities Department's services and programs. Responsibilities include: development and implementation of communication plans, serves as Public Information Officer for Utilities; management of media contracts, administration of community information policies and programs, and development and coordination of educational programs and materials. The Utilities Communications Coordinator supports development of strategic content for Utilities and possibly 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. Supervision may be exercised over the work of staff involved with department communications. The Utilities Communications Coordinator provides support to the Communications Division and works in cooperation with Utilities Department Management Team, the Cedar Rapids Linn County Solid Waste Agency and the East Central Iowa Council of Government's Education Coordinator and other City staff as requested.

Examples of Essential Work (Illustrative Only)

- Manages the Utilities Department's communications plan, 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;
- Assures that accessible, easily understood information about the mission, services and programs of the Utilities Department is readily available to internal and external customers;
- 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 Utilities Department and other City Departments when necessary;
 Prepares media releases, CRTalks, CR News, and other related news content information for Utilities and other City Departments as necessary;
 Supplements or supports development of content and programming for iGreenCR initiative;
 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 Utilities Department's mission, services and programs;
 Develops and presents educational material in schools, classrooms, public libraries, and to various youth groups and organizations;
 Produces Utilities Department Divisions newsletters, brochures, and other printed material;
 Prepares advertisements and other information disseminated to print and electronic media;
 Plans, develops, implements, and evaluates educational processes for the Utilities Department services and programs;
 Serves as a liaison to community organizations;
 Follows editorial and graphics standards for City community information;
 Manages Utilities Department's 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 Utilities Department;
 Proficiency in verbal or written communications;
 Ability to research, collect, analyze, and present information;
 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 sound decisions in a manner consistent with the essential job functions;
 Ability to create and manage messages, write and distribute press releases, and promote the Utilities Department's services and programs;
 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 and preferred environmental science 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.