

CITY OF CAMPBELL

COMMUNICATIONS AND PUBLIC ENGAGEMENT COORDINATOR

DEFINITION

Under general direction of the Police Department, to produce, promote, manage, implement and coordinate communications, public relations, marketing and media outreach activities for the City utilizing a variety of innovative tools and mechanisms; lead the City to develop and implement the City's online and social media presence and interactive outreach strategy; and to do related work as required.

TYPICAL DUTIES

Develops and coordinates the City's social media strategy, policies and presence; develops a unified City-wide presence and messaging for web-based or social media communications; advises management of the potential public relations effect of proposed actions, during critical incidents and other matters of public interest; plans, designs, produces, oversees and implements communications, and information programs, which include news releases, social media platforms, videos, public service announcements (Internet, television, and radio), public information campaigns, crime prevention campaigns, articles, internal and/or external newsletter development, and other marketing programs and activities; may conduct on-camera, radio, or in-person interviews with members of the news media and public; represents the City in a highly visible and professional role with the public and media; serves as a City representative at a variety of community and business meetings and participates in various boards, and programs on behalf of the City; develops and implements a common message and consistent branding of the City and the Police Department; maintains guidelines for use of logos, badges, photos and other department owned images and graphics; responds to special events outside of normal working hours; may serve as a liaison and/or to provide support with outside agencies and/or other City departments during a major incident, emergency, or disaster; is available after hours and typically works on-call in a 24/7 capacity, including evenings, weekends and some holidays; receives, researches, and responds to requests for public information through formal and informal inquiries regarding City matters; oversees, monitors and responds, as necessary, to City social media channels, mainstream media publications, and other online content or issues of public concern; establishes and develops positive working relationships with news media, civic organizations and other community groups;

maintains, enhances, and directs staff in general neighborhood, residential, and business community outreach, and crime prevention programs and events; develops, maintains, and manages City website and ensures web content is current and innovative, leading the City in quality;

gathers and prepares information regarding City business and activities for news release to the media; contacts appropriate media representatives and arranges for news releases; assists management staff and elected officials in preparing public presentations and other outreach materials and organizational communications and messages; develops and coordinates the delivery of specific outreach events and activities, targeting special population groups within the City; provides technical assistance as necessary; prepares correspondence, reports and other documents and maintains records; and performs other related duties as assigned.

EMPLOYMENT STANDARDS

Experience: Four years of increasingly responsible experience in public relations, media relations, corporate communications, or public affairs.

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major course work in Journalism, Communications, Public Relations, Marketing, Public Administration, or Business Administration or closely related field. (Additional years of professional experience in related field may be substituted for education on a year for year basis up to two years.)

Knowledge of: Principles, practices and methods of public relations and community outreach; principles and practices of communication methods, marketing strategies and techniques, including media outlets and social media; latest technologies, platforms, and mechanisms for social media and interactive outreach; web-based communications tools and approaches; principles and practices of effective citizen engagement and outreach in a technology-based society; operational characteristics, services and activities of a Police Department and local government; modern office practices, methods and computer applications; video editing software;

English usage, grammar, spelling, vocabulary and punctuation; and Police Department and City policies and procedures.

Ability to:

Develop and implement outreach, marketing, and communications strategies; plan, coordinate and manage media relations and outreach and public information programs and projects; analyze, interpret, and evaluate staff reports, new laws, regulations and codes relevant to the community/public information field; maintain confidentiality; track community engagement, growth, and measure effectiveness of social media strategies; film, edit, and produce movies for police related matters; assemble, organize and analyze issues, and present findings and recommendations in written or oral form; Establish and maintain effective working relationships with other employees, municipal officials, and the public; Carry out assignments without detailed instructions and supervision; Write accurate and concise technical reports and memoranda; On a continuous basis, sit at desk or in meetings for long periods of time; twist and reach office equipment; stand, walk, bend, climb, or squat; write and use keyboard to communicate through written means; and lift or carry weight of 10 pounds or less. Use a computer, smart phone, calculator, telephone, facsimile machine, and photocopy machine. Analyze situations quickly and objectively and determine proper course of action. Attend evening and weekend meetings. Communicate clearly and concisely, both orally and in writing.

Possession of:

Valid California Driver's License.