

COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The Communications Coordinator reports directly to the department head or Commissioner and is responsible for the planning, coordination and dissemination of information on City and/or department programs, services, events and facilities. Work also includes management of media relations. The incumbent will be responsible for researching and writing materials for release. The Communications Coordinator may upon assignment, act as a spokesperson for the relevant department head, department, board, and authority (if applicable). The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Prepares and carries out strategic outreach and media plans that maximizes customer and media awareness of department programs and services;
- Prepares media/press releases on City programs or services;
- Coordinates, researches, and provides advice to department heads and/or Commissioners and prepares responses to media inquiries for information;
- Maintains open lines of communication with community organizations and provides prompt responses to requests for public information about the relevant department, its policies and programs;
- Advises the department head and/or Commissioner on the probable public relations consequences relating to shifts in existing programs and policies;
- Manages the department's social media accounts;
- Coordinates internal communications (employee newsletters and announcements);
- Advises and assists department staff on direct communications with customers concerning impacts from departmental work and program;
- Manages, updates, and maintains department webpage (including online forms) through Content Management Software;
- Creates communication collateral (social media graphics, brochures, bill inserts, door hangers, postcards, etc)
- Coordinates with outside vendors (printers, mailing companies, and graphic designers); and
- Uses data to evaluate effectiveness of communication/outreach programs.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of public relations principles and methods;
- Thorough knowledge of the methods and procedures of producing, publishing, and distributing community information materials;

- Expertise in Microsoft Office Software Suite (Word, Excel, Publisher, PowerPoint);
- Knowledge and experience in webpage management;
- Knowledge and experience in social media management (Facebook, Twitter);
- Excellent verbal and written communication skills;
- Ability to establish and maintain effective working relationships with business, industrial, and government representatives;
- Ability to understand and articulate the opinions of the department head;
- Ability to prioritize news items for inclusion in City publications/website;
- Ability to work independently;
- Self-starter;
- Resourcefulness;
- Integrity;
- Confidentiality;
- Sound judgment;
- Tact and courtesy;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Master's Degree in Communication, Public Relations or Marketing or related field and three (3) years full-time paid experience in field; **OR**
- B. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in English, Journalism, Communications, Public Relations, Marketing or closely related field and five (5) years' experience in writing, collection and distribution of news and related communication or in public or community relations;

Issued: 5/28/14
 Revised: 8/29/18
 10/28/20