South Jordan City

Job Description

Title:	**City Communication Specialist/PIO**	**Effective Date:**	**1/1/17**
Org:	**100100**	**FLSA:**	**Exempt**
Pay Grade:	**17**	**Workers Comp:**	**Municipal**

GENERAL PURPOSE

Perform highly responsible staff and administrative work relating to marketing, social media, and media relations for the City of South Jordan. Coordinate and perform various projects relating to communications, marketing, branding, web development, and public relations. Assist elected officials and City Staff in promoting the City, the City brand, and City operations and services to the general public.

SUPERVISOR

Associate Director of Administrative Services

POSITION(S) SUPERVISED

None

ESSENTIAL JOB FUNCTIONS

Meet performance standards established with the employee's manager.

Job attendance is required, except for authorized leave.

Provide strategic communication which is aligned with the City Council's communication goals.

Serve as the City's primary Public Information Officer, in cooperation with assigned department communication specialists. Serve as a Public Information Officer during emergencies in which the ICS process is implemented. Work with City departments to coordinate City public relations efforts, including the proper type of communication medium to present information to the public and the media.

Proactively communicate the goals, priorities, and responsibilities of municipal government in South Jordan City to the news media, the public, and other municipalities to develop positive exposure. Coordinate internal communication activities to highlight customer service successes and opportunities, and department accomplishments and responsibilities.

Position the City with a significant social media presence, including "push" capabilities, use of social media as a preferred method of interaction with the City, and increasing the ability of residents to obtain information, request services, and make payments on-line.

Coordinate the development of digital communication tools and mediums, such as social media platforms, mobile apps, digital ad buys, and other digital communication methods.

Oversee the maintenance of the City Internet website, including content development and management, layout, editing, and publication.

Coordinate the use of all marketing and communication mediums available to the City, including but not limited to social media platforms, utility billing inserts, mailers, billboard space, marquee usage, advertising buys, banners, and other signage throughout the City to promote the City and City events.

Support and administer the City's brand and brand promise. Work with departments to educate employees to act as ambassadors of the City's brand.

Oversee the preparation of the community newsletter submissions, including content development and management, editorial content, layout, editing, and publication.

Manage retention of media documentation required by GRAMA.

Coordinate the development of the City's photography library.

Represent the City at public meetings and events as assigned.

Perform other duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

   A. Bachelor's degree from an accredited college or university in Communications, Public Relations, Marketing, or other related field,
   AND
   B. Six (6) years of related experience in a position of progressively more responsible experience, including project management, news media, public affairs, marketing, and/or intergovernmental relations.

2. Special Qualifications:

   Valid Utah Class D Driver License

   Accreditation in Public Relations (APR) Preferred

   Must have the ability to regularly attend City Council and other City events, as well as scheduled and unscheduled media events.

3. Knowledge, Skills and Abilities:

   Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

   Knowledge of public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing and web development.

   Ability to communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgment to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact with elected officials, leaders of other organizations, the public, the media and others.

   Analytical ability: able to prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations. Organize, establish and delegate meaningful goals; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors and the public; relate well with a variety of persons under varying circumstances; ability to analyze

a situation and make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal conflict.

Skill in talking to others to convey information effectively, adjusting actions in relation to others' actions, critical thinking, persuasion, and skill in judgment and decision making.

Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

Ability to operate a personal computer and Microsoft products.

4. Working Conditions: Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting and reaching. Talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, critical thinking and creative problem solving. Frequent local travel required in course of performing portions of job functions. Required to work afterhours/weekends when deemed necessary by the City Manager.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to and do not infer or create any employment, compensation, or contract rights to any person(s). This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This updated job description supersedes all prior descriptions for the same position.

Human Resources Use Only

Job Class:	**Municipal Exempt**	**EEO-4 Class:**	**Professional**
Location:	**Executive**	**EEOP Class:**	**Professional**
Group/BU:	**General Pay Plan**	**Tech-Net Match:**	**217**