

CITY OF COLLEGE PARK, MARYLAND

Position Description

TITLE: COMMUNICATIONS COORDINATOR

FLSA Status: Exempt

GENERAL DESCRIPTION: Persons in this position perform a variety of responsible professional and technical duties in support of the City Manager, staff, and the City Council. Work involves the coordination of all internal and external communications for the City; the development and enhancement of communications methods which support open, friendly, and responsive government; overseeing media relations, including crisis communications; and the performance of special projects related to communication. Must exercise considerable independence and be well versed in methods to communicate reliable, consistent, and timely information about the programs, procedures, responsibilities, and activities of the City and the City Manager's office.

Reports to the Assistant City Manager who assigns and reviews work for compliance with goals and objectives, and the quality of final results.

ESSENTIAL JOB FUNCTIONS:

The following duties are typical for this classification. Not all the listed duties may be required and other duties may be required or assigned.

- Develops and implements a City-wide communication plan, including programs and policies to support the approved plan.
- Develops relationships with the news media, the University of Maryland, the College Park City University Partnership, as well as City Council and staff. Promotes an effective relationship between the City and the community
- Ensures that all public-facing information from the City is uniformly branded and designed.
- Attends meetings and presentations as directed and prepares pre-event materials and post-event communications as necessary.
- Trains and coaches City staff in effective written and oral communication.
- Works with City staff and Council to enhance the image and quality of City communications.

- Produces and disseminates press releases, advisories and notices, stories, news articles, web articles, social media messages, FAQs, and other forms of communication pertaining to City programs and activities.
- Acts as the media liaison and spokesperson for the City and responds to media inquiries. Acts as the central hub for media information both outgoing and incoming.
- Manages the dissemination of prompt, accurate, emergency public information during emergency situations to the media and via the City's social media, as directed. May be assigned to the Emergency Operations Center.
- Creates and maintains the City's social media strategy and communications, including a Facebook page, twitter feeds, blogs, etc.
- Writes executive communications such as speeches, memos, op-eds, and other internal and constituent correspondence.
- Writes and creates brochures, pamphlets, reports, newsletters, and other publications such as the Residents' Directory, as required.
- Assists with editing, format, and content of City websites, assuring uniformity, clarity, and a coordinated image.
- Evaluates effectiveness and utilization of communication vehicles and recommends changes as needed.
- Assists with and encourages promotion of City services and special events, including festivals, promotions, community events, public gatherings, etc. May organize and coordinate the involvement of City residents and volunteers in City activities and events.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM ESSENTIAL FUNCTIONS

Technical Knowledge:

- Considerable knowledge of social media; website development, organization and utilization; print media; and other communication techniques.
- Considerable knowledge of the practices, regulations, laws, programs, and functions of the City government.
- Considerable knowledge of the relationships between departments, City officials and other state and local agencies.
- Some knowledge of graphic arts, design, and marketing.

Physical Requirements:

- Ability to operate a variety of office equipment including computers, facsimile, copying and scanning machines.
- Ability to transport oneself to a variety of meetings and events.
- Maintain regular attendance at work and required events.

Language Ability & Interpersonal Communications:

- Ability to speak and write clearly and concisely to a range of different audiences and for different purposes.
- Ability to deal effectively with all levels of City government, residents, staff, officials from State and local government, and community agencies.
- Ability to research and prepare a wide variety of reports, communications, special projects, correspondence, and other documents to include design, development, composition, content and style.
- Ability to read, understand and follow oral and written instructions.

Environmental Adaptability

- Most work is performed indoors in an office environment.

ACCEPTABLE TRAINING AND EXPERIENCE

Bachelor's degree in communications, graphic design, public relations, marketing, English, political science, or other related field; a minimum of one year professional experience in a municipal or public agency environment; or any equivalent combination of training and experience which provides the required knowledge, skills and abilities.

College Park is an Equal Opportunity Employer. In compliance with the American with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.