

CITY OF MONTGOMERY

POSITION DESCRIPTION

Position Title: Communications and Engagement Coordinator

FLSA Status: Exempt

Reports to: Community and Information Services Director

Civil Service Status: Unclassified

General Function:

Is responsible to the Community and Information Services Director for the administration of communications, community engagement, public relations, and marketing activities. Serves as a member of the department management team and is responsible for daily coordination and implementation of the communications functions for the City including social media, special project promotions, media support, and marketing. The Communications and Engagement Coordinator is also responsible for community engagement and activities for citizens, businesses and organizations, including educational opportunities to enhance citizen engagement and access to governance, Montgomery Citizens Leadership Academy, new resident outreach, and media and public relations support. Works closely with the Volunteer Coordinator to assist in providing volunteer leads and opportunities and conducting the Montgomery Citizens' Leadership Academy. Assists with public information requests in a timely and consistent manner in accordance with State of Ohio law and City policies and procedures. This position will interact with a diverse network of media contacts and peers in other entities. The Communications and Engagement Coordinator is committed to the mission, vision, and values of the City through ethical conduct, community stewardship, individual initiative and responsive service. Demonstrates leadership, management and technical skills through effective collaboration, using team resources, progressive decision making, personal accountability, and responsibility.

Competencies:

Leadership

Exhibits behavior consistent with the mission, vision and values of the City of Montgomery.

Furtheres the mission, vision and values of the City through excellent customer service, creative problem solving, decision making, and stewardship of City resources.

Engages in and supports the long-term direction of the department through progressive strategic planning and goal setting that is responsive to the needs of the community.

Contributes to a learning/thinking/renewing department through benchmarking, best practices, customer feedback and continuous improvement.

Provides teaching, mentoring and motivation to other employees within the organization through the sharing of knowledge, skills and information; is proactive in performing and improving their own work and suggests and participates in projects and activities to improve the function of the entire organization.

Demonstrates emotional intelligence in day-to-day work, decision making and problem solving.

Initiates and suggests actions to improve department and City operations, employee performance, morale, and work methods.

Demonstrates a commitment to provide and require excellent customer service through cooperative team and individual efforts.

Maintains membership in a professional communications organization to network among other communications professionals, to enhance communications skills and seek innovative knowledge and experience.

Communication

Provides suggestions, advice and support to supervisor, department heads, other City employees, employee teams, and the City's customers.

Communicates the City's mission, vision and values through words and actions.

Communicates effectively, both orally and in writing, with the supervisor, department heads, City employees, employee teams and the City's customers.

Works cooperatively with all City employees toward the common goal of providing high quality services.

Exhibits excellent interpersonal and human relationship skills.

Management

Displays independent judgment consistent with the mission, vision and values of the City of Montgomery.

Displays discretion and uses independent judgment in the exercise of daily activities and interactions with City staff and employees.

Participates in development and mentoring of staff to achieve a cohesive work unit consistent with the City's mission, vision, and values.

Assists with education and involvement of staff throughout the City to involve citizens in daily provision of services.

Is accountable for the delivery of quality services and work product as a part of the overall department and City-wide strategic direction, goals and objectives.

Contributes to a superior work culture through participation in training and mentoring to develop leadership, management and technical skills in all employees.

Assists employees with developing and implementing programs and objectives to improve department and City-wide efficiency.

Effectively manages multiple assignments and priorities to ensure the fulfillment of projects, tasks and responsibilities.

Assists in the preparation of, and adherence to, operational and capital budgets and exhibits good stewardship of the organization's resources.

Suggests and carries out procedures to assure the highest standards of risk management, employee safety and risk avoidance.

Technical Tasks

Ensures the fulfillment of projects, tasks and responsibilities; maintains proper files, records and finances associated with assisting with City communications and special project promotions.

Prepares and reviews reports, monthly Bulletin, flyers and brochures.

Develops articles and edits content for newspapers, journals and web site publications. Prepares and writes applicable news releases.

Maintains a media contact list and coordinates department communications with the media by identifying appropriate outlets, format and deadlines (print, radio and television) to provide information and promote a good relationship between the City and the press, and to promote a positive image for the City.

Fields and directs responses to media-related inquiries.

Contributes content to the City website, including the posting of articles, pages, events, media and all related materials.

Maintains social media communications.

Assists with public information requests in a timely and consistent manner consistent with State of Ohio law and City policies and procedures.

Markets the City and maintains inventory of marketing related materials including electronic and printed publication files, photo library, logo files and mailing lists.

Creates graphics and video to support communication and marketing efforts.

Prepares letters, promotions pieces, reports, purchase requisitions, memos, speeches, proclamations, and other written documents.

Recommends, develops, implements and supports community engagement programs and community events consistent with the interests of the community while maximizing the use of City facilities, parks, staff and other resources.

Generates ideas to engage citizens, businesses and other organizations through events and activities and assists in managing these efforts on site during events as part of the City's community engagement efforts.

Leads engagement programs such as Montgomery Citizens Leadership Academy, citizen engagement forums and community programs related to citizen engagement.

Identifies MCLA alumni, local organization and citizen skills and interests to meet community needs in concert with the Volunteer Coordinator.

Provides support to all departments for community engagement activities.

Builds and maintains relationships with various civic organizations including, but not limited to, the local chamber of commerce and, as necessary, attends and promotes ribbon cutting events and other similar activities.

Coordinates special project assistance in promotions, internal coordination of project details and manages promotions as needed for special projects.

Creates innovative opportunities for facilitating dialogue throughout the community; including residents, businesses and local organizations.

Performs all job duties in compliance with the established rules and regulations of the Community and Information Services Department and the City of Montgomery.

Assists in the development of operating procedures, policies, rules and regulations.

Evaluates the purchase of City equipment; orders department supplies and equipment.

Attends meetings, seminars, conferences, and other related events.

Promotes safe work practices and ensures compliance with City safety policies.

Maintains professional certifications and training through attendance at related trainings and conferences and membership in professional organizations and other professional affiliations.

Handles other responsibilities and duties as assigned or needed.

Equipment Used:

Operates automobile and current office equipment including: mobile phone, telephone, fax machine, copier, calculator, computer, and cameras for video and photography.

Location of Work and Physical Requirements of Position:

Must be able to safely and effectively operate a motor vehicle; demonstrate physical strength and dexterity in the use of hands and feet; must be able to move/transport oneself from one work site to another; on occasion may be required to perform lifting/transporting of department equipment and supplies; on occasion may be required to stoop, kneel, crouch, reach, and grasp; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; requires working in adverse weather; requires ability to work flexible hours (to include nights and weekends); and be able to deal with stressful conditions in a calm and professional manner; must be able to work in off-site locations, including residential structures. Work is performed primarily in the Montgomery City Hall and throughout the physical environs of the City.

Minimum Requirements for the Position:

Bachelor's degree in communications or related field, or equivalent experience. Ability to interact effectively with the public, agencies and staff at all levels; knowledge of the principles and practices of communications and public relations; ability to supervise others, coordinate, train and direct personnel resources; demonstrated planning and organization skills; demonstrated leadership skills and abilities; efficient use of Microsoft Outlook, Word, Excel, PowerPoint, Publisher and one or more design programs such as Adobe Premiere, Photoshop, InDesign, Illustrator, and Acrobat; ability to maintain effective working relationships; ability to communicate effectively, orally and in writing; must possess a valid driver's license from state of residency. Experience in journalism, marketing, public relations for a local government or public entity, and/or communications preferred.