



External Relations & Communications Specialist
Non-Exempt
Grade 25 \$46,226.97 - \$73,963.15

GENERAL DEFINITION

External Relations and Communications Specialist will assist with and support various types of communications for the assigned department. Position will be responsible for designing and implementing timely and relevant communications to support a wide range of needs, including: notifications, public information project updates. The Communications Specialist will be expected to develop an understanding of issues, projects, and policies that affect residents and businesses, and identify the most effective tools for communicating this information, including the internet, social media, flyers, and newsletters, among others, to communicate effectively.

ESSENTIAL JOB DUTIES

The list of duties and functions, as outlined herein, is intended to be representative of the type of tasks performed within this classification. They are not listed in any order of importance. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Identify City residents, HOA leaders, and business partners and develop programs and activities to engage them in the Department projects.

- Track activity (meetings, calls, letters, etc.) corresponding with department activity; report activity level on a regular basis
- Develop and maintain a clear understanding of all projects, and develop relationships with residents, HOA leaders, and business partners, providing up to date information and status reports.
- Communicate regularly with the Department's team members. Establish mechanisms within the Department for the internal coordination of city interactions and public relations opportunities.
- Communicate regularly with other staff who are also maintaining relationships with residents, HOA leaders and business partners.
- Develop and maintain a clear understanding of all department projects to identify public relations opportunities.
- Oversee department external communications and produce communications pieces in a variety of media. Enhance web presence, develop and disseminate PR announcements.

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- Responsible for managing/performing website editorial activities and content, including gathering and researching information that enhances the value of the site. Plan and write stories, features, and data for online dissemination. Develop and manage the department's social media sites.
- Work with City Public Information Officer to develop and disseminate Department news, events and achievements.
- Foster positive relationships with residents, HOA leaders, and businesses.

KNOWLEDGE, SKILLS & ABILITIES

- Excellent verbal and written communication skills.
- Strong interpersonal skills; a professional manner with the ability to work well with diverse populations over the telephone, in written correspondence, and in-person; ability to communicate clearly, diplomatically, and effectively.
- Strong project management skills. Ability to problem-solve, take initiative, set priorities, handle multiple projects, and exercise good judgment in a fast-paced, dynamic, deadline-driven environment in an organized and professional manner.
- Demonstrated ability to work independently, with a high level of initiative, and as part of a team.
- Proficiency with personal computing environment, Microsoft Office Suite (Microsoft Word, Excel, Adobe Creative Suite, Outlook and PowerPoint), and the Internet.

MINIMUM ACCEPTABLE EDUCATION, TRAINING & EXPERIENCE

Bachelor's degree in Communications, Journalism, Public Administration, Project Management or related field. Proficiency in Microsoft Office suite; SharePoint knowledge. Must be a capable writer and communicator, fast learner, adept at managing multiple responsibilities at once, able to work collaboratively with business partners at multiple levels, with a high attention to detail and time management skills to consistently meet deadlines.

PREFERRED:

- Two years' experience in either public relations or communications.

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- One year of social media marketing experience, graphic design or video production skills

PHYSICAL REQUIREMENTS

The City of Oakland Park is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Oakland Park will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of lightweight (5 pounds). Tasks may involve extended periods of time at a keyboard or workstation. Work is performed in usual office conditions with rare exposure to disagreeable environmental factors. Some tasks require visual abilities. Some tasks require oral communication ability.

I _____ have read and acknowledge receipt of the job classification.

Employee signature

Date

City Manager Approval
Civil Service Rule Sec 2-96

Date