CITY OF SANTA CRUZ
COMMUNITY RELATIONS SPECIALIST

Reports to: **Department Head**
Supervises: **May supervise administrative or clerical staff**
Bargaining Unit: **Mid-Management Association**

BASIC FUNCTION:
Under general direction, develops public information and communications programs, services, and activities of a city department.

DISTINGUISHING CHARACTERISTICS:
This classification is distinguished from the next higher level classification of Community Relations Manager by its particular focus on providing effective public information and communications specific to a city department.

TYPICAL DUTIES: (May include, but are not limited to, those duties listed below).

- Develops public and internal communication strategy for department.
- Develops, coordinates, and implements a variety of informational, educational, and outreach communication activities to community members and groups, other agencies, and City staff.
- Develops and helps implement community engagement programs as directed.
- Establishes measures to gauge the effectiveness of public information and community engagement efforts.
- Conducts studies and surveys in the review of internal and external communication programs; formulates recommendations and prepares reports; confers with department managers, other staff, public officials, consultants, and citizens in the accomplishment of program objectives.
- Directs the development and maintenance of the department's web site and social media pages, including updating and expanding the general content and appearance of the site. Uses feedback and information to continually develop and improve the site.
- Attends meetings of the City Council, Commissions, Department(s), and other groups as required.
- Facilitates the development and implementation of community engagement techniques to better connect with the community and identify community needs and interests.
- Manages departmental media relations, which includes writing news releases, articles, social media and/or blog posts, preparing social media outreach, holding press conferences, coordinating media events and serving as media contact for the department.
- Ensures all departmental communications efforts are coordinated with citywide communications efforts and with the city's Community Relations Manager.

- Prepares and delivers presentations on department programs, services and activities.
- Provides creative writing and designs and produces a variety of promotional materials to create public awareness of programs, services and activities.
- Responds orally and in writing to inquiries and provides information for the public on departmental programs, services and activities.
- Establishes and maintains working relationships with the media, public, private agencies and organizations.
- May represent the City department at meetings and special events; prepares and gives presentations.
- Depending on the assignment, may develop and write grant proposals.
- May provide supervision to staff members, as assigned.
- Performs other related duties as assigned.

WORKING CONDITIONS
Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires far and near vision when reading and using a computer. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS:

Knowledge:
- Principles, techniques and methods of public information, marketing and community relations.
- Methods of preparing informational materials and disseminating them through appropriate media.
- Web-based media, social media, and other emerging media for internaland external communications.
- Principles and practices of graphic design and production and distribution of informational publications.
- Basic desktop publishing and related computer applications.
- Basic research and analysis methodology and techniques.
- Principles and practices of skilled written and oral communications.

Abilities:
- Communicate strategically and effectively in producing engaging, lucid and concise documents.
- Prepare and present organized and accurate oral reports, statements and presentations.
- Effectively serve as the department’s spokesperson and represent the department professionally.
- Collect, evaluate and interpret varied information and data, either in statistical, narrative or verbal form.

- Demonstrate sound judgment.
- Communicate technical information in a manner that is appropriate for the intended audience.
- Work effectively in time-sensitive situations and meet deadlines; coordinate multiple projects and complex tasks simultaneously.
- Establish and maintain and promote effective working relationships with employees, media representatives, other agencies, elected and appointed officials, and the public.
- Effectively utilize computers and emerging technologies.
- Work independently and as a team member.

EDUCATION AND EXPERIENCE

Any combination of education and experience that provides the above knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- Bachelor's degree from an accredited college or university in Public Relations, Communications, Journalism or a closely related field and,
- Three (3) years of increasingly responsible marketing or public relations experience.

LICENSES/CERTIFICATES

Possession of a valid California driver's license at date of hire and a safe driving record; or ability to provide suitable transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

Experience working with municipal government functions and processes.
Depending on assignment, experience writing grant proposals.

Classification No.: 757
Date of Issue: 10/13
Supersedes: NEW

Career Ladder

Community Relations Manager
Community Relations Specialist