

CITY OF CORAL SPRINGS Classification Description

CLASSIFICATION TITLE: Writer/Media Relations Coordinator
FUNCTIONAL AREA: Marketing & Communications

WORK OBJECTIVE:

This is highly professional, creative and administrative work coordinating and implementing the dissemination of information related to City affairs to the community, media, and City departments.

The position is responsible for coordinating and implementing publications, activities and materials e.g., brochures, magazines, signs, posters, mailers, flyers, banners. Employee researches projects and initiatives from development and design to implementation and analysis of results. Work includes the development of new programs to promote City image and participation in special events and activities. The position exercises a high degree of independence in the professional and creative aspects of the work. The position may serve as a contact point representing and coordinating promotions, media plans and communication strategies.

Work is performed with considerable independent judgment and initiative under the general supervision of the Department Director and is reviewed through conferences, reports and observation of results achieved.

ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. 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.

- Plans and coordinates the collection, compilation, and presentation of information to the news media, public, and City departments.
- Creates, develops, and implements all aspects of the City magazine, e.g., content, editing, format, aesthetic appeal, distribution.
- Plans, develops and designs flyers and promotional materials for City programs and special events.
- Provides other departments with publication services support and recommendations; assist in the distribution of materials.
- Photographs and videos activities at City programs and special events for City publications, the website, and the City TV Channel.
- Provides recommendations in the formulation and implementation of City-wide policies, procedures, and technical standards and practices involving public communications matters and materials.
- Assists in the administration, preparation, and distribution of City news releases and other related informational materials through print, graphic, electronic, and television broadcast media.
- Writes, proofreads, and edits news releases, scripts, and marketing materials.
- Participates with other City departments and external public and private agencies on collaborative public relations or communications initiatives.
- Assists the director in responding in person and by telephone to inquiries from the public and news media.
- Arranges and/or participates in the conduct of formal and informal news conferences.
- Researches and prepares reports, analyses, and studies as required.
- Performs related tasks as assigned.

Writer/Media Relations Coordinator

MINIMUM QUALIFICATIONS:

Education / Certifications / Experience –

Bachelor's Degree in Journalism, Mass Communications, Marketing, Business or related field; supplemented by three (3) to four (4) years experience in journalism, public relations, promotional advertising, marketing or a related field; or an equivalent combination of education, training, and experience.

Knowledge, Skills, & Abilities –

Knowledge of modern methods and techniques for the development and implementation of public relations and media communication strategies.

Knowledge of the principles, practices, and procedures of professional journalism, marketing, and advertising.

Knowledge of the principles, practices, and procedures of print, graphic, electronic, and television broadcast development, production, and editing.

Knowledge of standard management and business practices and procedures.

Ability to formulate, proofread, and edit news releases, scripts, and informational material, and to communicate clearly and concisely, both orally and in writing.

Ability to train and direct subordinate personnel.

Ability to maintain effective working relationships with City officials and employees, community leaders, media representatives, and the general public, and to deal with public relations problems effectively, courteously, and tactfully.

PHYSICAL REQUIREMENTS:

Tasks involve the intermittent performance of physically demanding work, typically involving some combination of reaching, bending, stooping, kneeling, or crouching, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

ENVIRONMENTAL REQUIREMENTS:

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors, e.g., dust, cleaning chemicals/fumes, mild temperature variations. Some tasks are performed in outdoor environmental due to the nature and location of the work environment, task include potential for intermittent exposure to disagreeable elements, e.g., heat, humidity, inclement weather.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.