



## JOB DESCRIPTION

### Community Relations Specialist

**Date Prepared:** April, 2018

**SUMMARY:** Under general supervision, creates marketing programs to promote and communicate programs, services and events regarding the City's environmental, water conservation, recreation, and other Community Service Department programs.

**ESSENTIAL FUNCTIONS:** -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to the following:*

- Research, write, and coordinate design of direct marketing materials, such as flyers, newsletters, and giveaways, to promote department services, programs and activities.
- Plan and conduct community events, conduct workshops, orientation events, presentations, and partners with other agencies and outside groups.
- Write press releases, speaking points, radio scripts, and other public outreach materials.
- Solicit sponsorships and conduct fundraising campaigns for various Department and City projects.
- Develop content for departmental social media sites and departmental website.
- Produce and coordinate paid advertising campaigns to support department marketing activities.
- Generate orders and provide promotional materials to the public, manage distribution and inventory of publications.
- Attend events to promote department services and programs in order to generate attendance and/or revenue.
- Write scripts and prepare computer-aided slide shows and other presentations for the purpose of marketing departmental programs and services.
- Writes copy of brochures and works on brochures design and updates.
- Provide courteous, high quality service to members of the public by personally responding to requests for service or making appropriate referral.

#### **MINIMUM QUALIFICATIONS:**

##### **Education, Training and Experience Guidelines:**

High school diploma or GED, supplemented by 60 semester units of college course work in marketing or a related field, ; AND two years professional marketing/communications experience, including event planning/coordination, public relations, media placement and advertising; OR an equivalent combination of education, training, and experience.

##### **Knowledge of:**

- City policies and procedures.
- Principles and practices of planning and implementing effective public outreach marketing programs.
- Methods and techniques used in planning and marketing events, programs, and services.

- Styles and techniques in writing talking points, brochures, social media content, and web copy.
- Principles and practices of marketing.
- English usage, spelling, grammar, and punctuation; and basic mathematical principles.
- Office procedures and equipment, including computer software programs such as Microsoft Word, PowerPoint, Publisher, Excel, and Microsoft Outlook.
- Telephone, office, and online etiquette.
- Principles and practices of project management.

**Skill in:**

- Using initiative, discretion, and judgment within established procedures guidelines and rules.
- Organizing and managing multiple projects, with the ability to prioritize work and exercise independent judgment, wisdom, common sense, and initiative.
- Proofreading marketing materials and other public outreach materials
- Managing situations requiring diplomacy, fairness, firmness, and sound judgment.
- Public speaking and presentations.
- Providing efficient customer service.
- Communicating effectively, both verbally and in writing.
- Operating a personal computer and various software applications.
- Developing brochures and pamphlets.
- Completing assignments within strict time constraints.
- Establishing and maintaining cooperative working relationships with managers, supervisors, businesses, non-profit organizations, community organizations, Victor Valley Chamber representatives, media representatives and the general public.

**LICENSE AND CERTIFICATION REQUIREMENTS:**

Must possess a valid California class "C" driver's license upon hire and maintain throughout the length of employment with the City of Victorville.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

Work is performed in an office environment and in close proximity to other workers. Incumbent shall be exposed to those conditions normally encountered in a business office environment and is occasionally subject to outdoor settings with exposure to diverse weather conditions such as wind, heat, cold, and rain. Physical demands are moderate, consisting primarily of sitting, standing, walking, lifting, and carrying moderately heavy boxes up to 50 pounds and/or utilizing a hand dolly. Incumbent must be able to see and hear in the normal range, with or without correction, and communicate verbally and in written form with great facility, and must be able to be understood. Incumbent must have the stamina to work long hours and overtime, if assigned, and must be willing to work an irregular schedule, which may include weekends, holidays, evenings, and/or varying shifts.

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Date

\_\_\_\_\_  
Personnel Officer

\_\_\_\_\_  
Date