

CITY OF KENNEWICK JOB DESCRIPTION

Classification Title:	Community & Government Relations Coordinator
Department:	Corporate & Community Services

Band: C Grade: 4 Subgrade: 2

FLSA: Exempt

Date Updated: July 1, 2003

Title Of Immediate Supervisor: Director of Employee and Community Relations

CLASSIFICATION SUMMARY

Under general direction, coordinates community and media relations to create public awareness and understanding of City services, and to promote a positive image of the City and the community.

MISSION

The primary mission of all employees is to provide the citizens of the City of Kennewick with the most efficient and effective service possible. Salaries are paid by the taxes, revenues, and users fees collected from the citizens of Kennewick. Each employee is expected to treat all people with the courtesy and respect due them at all times.

ESSENTIAL DUTIES

FREQUENCY BAND/GRADE

1. Composes and coordinates news or public relations items such as newspaper articles, stories, bulletins, speeches, reports, letters and radio and television scripts.

Weekly 20% C4

2. Coordinates communication and related activities with other City departments, the media, governmental and private agencies, other organizations and the general public.

Weekly 20% C4

3. Serves as the community relation's liaison and contact point for citizens and community groups wanting access to the City government including coordinating with community event groups such as First Night, Sister Cities and Centennial, and supporting tourism activities at the request of the Tourism Coordinator.

Weekly 15% C4

4. Provides professional communications information and assistance to other City departments, committees and commissions.

Weekly 10% C4

5. Assists in preparing and monitoring the annual budget for assigned programs and activities.

Weekly 5% C4

6. Provides communications support and guidance to the City Council including developing communication and public involvement strategies around issues of particular concern to the Council, helping the Council communicate more effectively, and following-up on Council directives.

Monthly 10% C4

7. Plans, coordinates and implements community education and relations activities including the release of information related to City activities through various media such as newspapers, radio, television, special publications, special events and community meetings and venues.

Quarterly 15% C4

8. Coordinates City involvement with other governmental agencies at various conferences, before special interest groups, and with media representatives, community groups and consultants.

Quarterly 5% C4

9. Performs related duties as assigned.

As Required

MINIMUM QUALIFICATIONS

Any combination equivalent to: Bachelor's degree in communications, business, public administration, or a related field and five years of increasingly responsible experience in public or community relations work including media relations, public involvement and marketing.

PHYSICAL ACTIVITY/REQUIREMENTS

To perform the essential functions of the job, incumbents must be able to perform the following:

Talking, hearing/listening, feeling/observing.

Sedentary Work: Exerting up to a 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met. Position may also require travel to a variety of meeting locations.