ASHEVILLE, NORTH CAROLINA

Classification Specification

Communication Specialist
Job Code: 1065
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to manage internal and external communications for the City, as well as assigned departments.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Coordinates interaction with news media: receives and responds to media inquiries and questions; writes and distributes releases; coordinates media interviews with City staff; vets interviews; prepares staff for and accompanies staff to interviews; and reviews responses to email interviews for messaging opportunities.

Produces and publishes content for social media channels and City website: creates, edits and posts videos, photos, and social media posters; prepares, edits and/or publishes press releases, news articles, and blog posts to the City's news site; and determines order of appearance.

Develops and implements a comprehensive communications plan to support the mission and objectives of assigned departments; develops communications strategies; reviews internal and external communications to ensure consistent messaging; creates and implements public relations campaigns to support special projects,

service changes, and new initiatives; and advises and assists in developing and managing messaging to the community during emergencies and natural disasters.

Ensures functionality and accessibility of internal and external websites: ensures employee and community engagement; manages website information to protect the City's brand and image; trains editors in classroom setting to edit and maintain web pages; ensures continuity of design; ensures compliance with website style guide; troubleshoots problems and recommends solutions; reports analytics; and coordinates with Information Technology Department staff as needed.

Performs related duties in support of department operations: coordinates creation of brochures, videos, and posters with other team members; writes communication and engagement plans; and assists team members with engagement meetings.

Communicates with City Manager, supervisor, department directors, other City employees, the public, the media, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, communications and engagement plans, brochures, contracts, press releases, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, website, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor’s Degree in Journalism, Marketing, Public Relations, or a related field required; supplemented by two years of experience in media or public relations, journalism, social media marketing, or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver’s license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with others to coordinate the more complex programs and more complex problems associated with the responsibilities of the job. Often represents the department and/or organization when dealing with others.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require 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 light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.