



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
COMMUNICATIONS SPECIALIST, SENIOR
(MEDIA RELATIONS)
COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under limited supervision, this position is responsible for the development, implementation, coordination, and communication of a variety of public information and media relations programs, services and activities designed to keep the public informed of the City's programs, accomplishments and position on current issues and to promote the good will of the organization. Serves as a lead worker and reports to the Communications Manager, Media Relations.

ESSENTIAL JOB FUNCTIONS

Plans, researches, develops, coordinates, and implements media programs, events, strategies and activities; serves as liaison for the City to maintain public image through media relations, interview, television, the Internet, publications, and other means of communication; leads special media projects and assignments and collaborates with the Communications Manager to identify, evaluate, and recommend needed improvements in media relations processes.

Tracks media coverage and responds to requests and inquires for information from the media, public, other groups and agencies; coordinates and prepares issuance of press releases, fact sheets and other informational materials; designs, creates, proofreads, and/or edits materials such as graphics, publications, pamphlets, brochures, and newspaper ads. Utilizes various computer applications including word processing, spreadsheets, databases, media applications, graphic design and print production in support of research activities, presentations, or other communications efforts.

Researches available resources and best practices initiatives for communicating City events and information to the public; serves as a liaison to government and community agencies, professional boards and, task force groups and serves as a member of the City of Newport News Communications Team.

Interacts with professional and technical staff, community groups, other government agencies, businesses, and other sources to obtain information; develop materials for presentations; monitors website content and updates information on the City's AM Radio Station.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Public Relations and Communications** – Thorough knowledge of the principles, techniques and methods of public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity techniques. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- **Information Technology** – Knowledge of office equipment and personal computer to include word processing and a variety of presentation media.
- **Customer Service** – Considerable knowledge of principles and processes for providing customer service. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.

REQUIRED SKILLS

- **Critical Thinking** – Uses logic and reasoning to understand, analyze, and evaluates situations and researches information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches.
- **Judgment/Decision Making** – Evaluates the best method of research and then exercising appropriate judgment in establishing priorities and resolving complex matters. Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships with employees and all levels of management to include representatives from other departments and organizations.

REQUIRED ABILITIES

- **Communication** – Excellent ability to communicate ideas and proposals effectively to diverse audiences to include preparing and presenting a wide variety of related community and public relation materials. Excellent ability to listen and understand information and ideas presented verbally and in writing. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- **Time Management** – Ability to plan and organize daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology to meet strict deadlines.

EDUCATION AND EXPERIENCE

Requires any combination of education and experience equivalent to Bachelor's Degree in Public Relations, Journalism, Communications, English, Marketing or a related field and 3-5 years of directly related experience in marketing or public relations.

ADDITIONAL REQUIREMENTS

Requires a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.

- 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 keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

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