



COMMUNICATIONS COORDINATOR

DEPARTMENT: Human Resources/Communications

NATURE OF WORK:

Performs responsible, professional work in the areas of marketing, public information, writing, editing, media relations, photography, and publications. Works closely with County departments developing communication strategies and products for citizens.

Work is performed under the general supervision of the Communications Director.

ESSENTIAL FUNCTIONS OF THE JOB:

Public Information, Writing, Editing, Media Relations, Photography, and Publications

Consults with and advises County departments, officials and their representatives on their public relations, special events, and public information needs.

Develops programs and materials to meet the communication needs of County departments.

Edits and provides recommendations on articles, news releases and brochures.

Provides direction and lead work to County Graphic Designer and support staff.

Assists the Director in preparing, administering and monitoring of the Communications office's budget and strategic plans.

Writes and coordinates publication of the citizen newsletter, its supplements, and the County's Annual Progress Report. Solicits articles from County departments; researches, writes, edits, and proofreads publications; provides Graphics with approved copy for layout and design; ensures timely printing and distribution of newsletter; maintains associated electronic and paper files.

Supports County department public information staff through training.

Establishes and maintains County-wide publication and style standards.

Works as emergency public information officer during County-wide drills and events.

Writes or provides editorial support for information brochures or newsletters for communication both within the organization and for the public; assists in scheduling photography and other appropriate publicity when necessary; writes and edits various news releases as assigned.

Oversees content management of County web site and supports development of future web-based initiatives.

General

Composes and prepares memoranda and correspondence.

Coordinates special events and projects as needed.

Assists Communications staff in determining annual budget needs.

Practices continuous learning through individual study, classroom training, seminars, and conferences.

Performs work safely in accordance with department safety procedures and the County Safety Program. Operates equipment safely and reports any unsafe work condition or practice to supervisor.

May be required to report to work to serve customers during emergency conditions. May be assigned to report at a different time and location and to perform different duties as necessary.

Performs related work as required.

JOB LOCATION AND EQUIPMENT OPERATED:

Duties are performed in an office setting, at the County cable studio, Board Room, and at various locations throughout the County. Requires driving a vehicle to assigned work locations, and attendance at night meetings. Operates standard office equipment including telephone, computer keyboard, calculator, and copier.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Public Information, Writing, Editing, Media Relations, Photography, Publications

Knowledge of:

- Principles and practices of public relations and public information, including conduct of media relative to public agencies.
- News media and other informational distribution resources.
- Various journalistic styles.
- Methods, techniques, and procedures pertaining to preparation of new releases and news copy, promotional brochures, electronic medium, and other informational materials.
- Considerable knowledge of and familiarity with local news media and its representatives.
- Proven skill in research and writing, editing, photography, graphics/design and printing techniques required to prepare a variety of publications and other media.
- Ability to supervise staff or projects effectively.
- Ability to independently plan, coordinate, and carry through to completion a variety of special events, programs, and projects.
- Basic principles of supervision.

General

Knowledge of:

- Pertinent local, State, and Federal laws, rules, and regulations.
- Correct English usage, vocabulary, spelling, grammar, and punctuation.

- Computer operations and software, including word processing, spreadsheets, and databases.

Ability to:

- Gather, analyze, interpret, and report research findings as directed.
- Communicate orally and in writing sufficiently to express ideas and thoughts clearly, concisely, effectively, and creatively.
- Coordinate and present training and workshops.
- Continually and consistently interact positively, pleasantly, and professionally with all citizens and employees and the media.
- Understand and interpret complex policies, rules, and regulations.
- Take notes and prepare reports of discussions and actions taken.
- Proof and edit documents.
- Compose difficult correspondence, memoranda, press releases, publications, and promotional materials creatively and independently.
- Maintain confidentiality of privileged information obtained during course of work.
- Operate a personal computer and peripheral equipment, use advanced word processing, spreadsheet, and database applications; make charts and graphs; operate a variety of modern office machines and equipment such as scanner, typewriter, calculator, fax, and copier.
- Meet the public in situations requiring tact, diplomacy, and discretion.
- Provide information and assistance to the public and staff members in a helpful, courteous, and timely manner.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently with limited supervision.
- Communicate clearly and concisely, both orally and in writing.
- Plan and organize work to meet schedules and time lines in an environment with constantly changing priorities.

MINIMUM QUALIFICATIONS:

Public Information, Writing, Editing, Media Relations, Photography, and Publications

Bachelor's Degree in journalism, communications, public relations or a closely related field and considerable work experience in public information, public relations, journalism, writing and editing publications, marketing, media relations or communications, videography or any combination knowledge, skills, and abilities. Ability to supervise employees.

NECESSARY SPECIAL QUALIFICATIONS:

Must possess a valid Virginia driver's license and have an acceptable driving record based upon James City County criteria.

Requires attendance at night or weekend meetings.

Requires post-offer drug test.

Date: June 2006

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IDENTIFICATION OF GENERAL APTITUDES AND PHYSICAL REQUIREMENTS

Position Title Communications Coordinator Position Number 541
Department Human Resources Division Communications

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation.

I. Mental Abilities: General learning ability. The ability to “catch on” or understand instructions and underlying principles.

- Ability to understand and follow oral instruction
- Ability to understand and follow written instruction
- Ability to guide and/or give instructions
- Ability to make decisions in accordance with established procedures and policies
- Not essential to job function

II. Verbal Abilities: Ability to understand meanings of words and ideas associated with them and to use them effectively. To comprehend language, to understand relationships between words, and to understand meanings of whole sentences and paragraphs. To present information or ideas clearly.

1. Speaking/Talking:

- Answering telephone, radio, or switchboard
- Communicating with County officials
- Communicating with general public
- Communicating with vendors
- Communicating with supervisors and/or with other employees
- Communicating with others media
- Not essential to job function

2. Hearing/Listening:

- Ability to distinguish between different tones
- For communication with County officials, public, vendors, supervisors and/or other employees
- Not essential to job function

3. Reading: (ability to read and understand text)

- Essential to job function
- Not essential to job function

III. Numerical: Ability to perform arithmetic operations quickly and accurately.

- Ability to mentally perform accurate two digit calculations
- Ability to perform accurate calculations aided
by a calculator, adding machine or measurement device
- Not essential to job function

IV. Spatial Abilities: Ability to comprehend forms in space and understand relationships of plane and solid objects. May be used in such tasks as blue print reading and in solving geometry problems. Frequently described as the ability to “visualize” objects of two or three dimensions, or to think visually of geometric forms.

- Essential function
- Not essential function

V. Motor Coordination: Ability to coordinate eyes and hands or fingers rapidly and accurately in making precise movements with speed. Ability to make a movement response accurately and quickly.

1. Manual Dexterity: Ability to move the hands easily and skillfully. To work with the hands in placing and turning motions.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Use telephone | <input checked="" type="checkbox"/> Manipulate computer keyboard and mouse |
| <input type="checkbox"/> Use switchboard | <input type="checkbox"/> Use postage machine |
| <input type="checkbox"/> Use radio/console | <input type="checkbox"/> Use hand tools |
| <input checked="" type="checkbox"/> Use a calculator | <input type="checkbox"/> Use power tools |
| <input checked="" type="checkbox"/> Use a copy machine | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Use a fax machine | <input type="checkbox"/> Not essential to job function |

2. Finger Dexterity: Ability to move the fingers and manipulate small objects with the fingers rapidly or accurately. For example: electrical wiring.

- Essential to job function
- Not essential to job function

Explain: _____

VI. Physical Demands:

1. Strength: The quality, state or property of being strong. The power to withstand strain, force or stress.

Please check (✓) in appropriate boxes below.

| Ability to manipulate materials and/or equipment (lbs) | | | | | | | Frequency of Manipulation | | |
|--|----|------|-------|-------|-------|-----|---------------------------|------------|--------------|
| | 5- | 5-10 | 10-15 | 15-25 | 25-50 | 50+ | Occasionally | Frequently | Continuously |
| Lift | ✓ | | | | | | | ✓ | |
| Push/Pull | ✓ | | | | | | | ✓ | |
| Hold/Carry | ✓ | | | | | | | ✓ | |

Manipulation done from: ground to waist waist level waist to shoulder above shoulder
(Check all that apply)

Not essential to job function: Lift Push/Pull Hold/Carry (Check all that apply)

2. Climbing: To move up or mount by using the hands or feet.

- | <u>Ladders</u> | <u>Stairways</u> | <u>Steps</u> |
|--|--|--|
| <input type="checkbox"/> Step stool | <input checked="" type="checkbox"/> 1 flight | <input checked="" type="checkbox"/> 1-2 |
| <input type="checkbox"/> 8' to 10' step ladder | <input type="checkbox"/> 2 flights | <input type="checkbox"/> 2-3 |
| <input type="checkbox"/> Extension ladder | <input type="checkbox"/> 3 or more flights | <input type="checkbox"/> 3-4 |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function | <input type="checkbox"/> Not essential to job function |

3. Ability to Stand, Sit, Walk, and Run:

Please check (✓) in appropriate boxes below.

| | Duration (hours/day) | | | | | | Occasionally | Frequently | Continuously |
|--------------|----------------------|-----|-----|-----|-----|----|--------------|------------|--------------|
| | 0-1 | 1-3 | 3-5 | 5-7 | 7-9 | 9+ | | | |
| Stand | ✓ | | | | | | ✓ | | |
| Sit | | | ✓ | | | | | ✓ | |
| Walk | | ✓ | | | | | | ✓ | |
| Run | | | | | | | | | |

If walking or running, over what type of terrain? flat rough both

Not essential to job function: Stand Sit Walk Run (Check all that apply)

4. Stopping, Kneeling, Crouching, and/or Crawling:

To bend forward or down from the middle of the waist or the middle of the back, to bend downwards, to lower oneself and/or to move freely on hands and knees.

Daily Amounts

- 0-5x 5-20x 20-50x 50+x
 Other _____ Not essential to job function

5. Reaching, Handling, Fingering, and/or Feeling:

To stretch out, extend, or put forth a bodily part. To touch or grasp something, by extending or stretching. To touch, lift, hold or operate with the hands.

Daily Amounts

- 0-5x 5-20x 20-50x 50+x
 Other _____ Not essential to job function

6. Seeing: To perceive or comprehend by the sense of sight.

Essential to job function: These characteristics are necessary (Check all that apply)

- Peripheral vision
- Night vision
- Focus (distinctness or clarity)
- Color perception (discriminate between colors)
- Depth perception (determine distance relationship between objects)
- Not essential to job function

VII. Driving: The ability to transfer or convey in a vehicle.

| Transmission | Standard | Automatic | Multi-Gears |
|-------------------------------|--------------------------|-------------------------------------|--------------------------|
| Car | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Van | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Small Truck | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Medium Truck | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Large Truck | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Truck w/Equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Heavy Bus Equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Not essential to job function | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (list) _____ | | | |

Date: July 2006
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