Media and Communications Coordinator III
#02493
City of Virginia Beach – Job Description
Date of Last Revision: 12-09-2015

FLSA Status: Exempt  Pay Plan: Administrative  Grade: 12

City of Virginia Beach Organizational Mission & Values
The City of Virginia Beach exists to enhance the economic, educational, social and physical quality of the community and provide sustainable municipal services which are valued by its citizens. The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These Values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary
Work to help achieve and communicate the City's vision and goals by providing senior level public relations, media relations and issues management services for City officials and high-profile City departments.

Representative Work Functions and Responsibilities
Work with City officials and assigned City departments to develop/implement public relations and media relations strategies for addressing major, complex issues and projects.

Work with controversial and confidential issues and situations.

Develop positive working relationships with the news media, community leaders and citizen organizations.

Promote the programs, events and services of assigned departments/agencies.

Work to inform and involve citizens by developing communication opportunities.

Write news releases, message points, publications, articles, video scripts.

Serve as producer and on-camera host for municipal cable television programming, as needed.

Conduct special events and news conferences.

Make oral and written presentations.

Work during emergencies, disasters, and inclement weather on Alpha One status to provide accurate and timely information to the news media.

Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.
Performance Standards
Work independently under intense, inflexible deadlines with little direct supervision or input on content; use sound media relations, public relations, and journalistic skills to produce literature and media coverage reflecting positively on the City; use sound public relations skills to manage issues and prevent or manage crises; use creativity and sound editorial judgment to produce timely, informative news for citizens via all available communication vehicles; produce appropriate/effective speeches, position papers, articles, correspondence and television programming demonstrating political sensitivity and confidentiality; use communication skills to present training in field as required; represent city officials and assigned departments in a positive manner with the public and media; demonstrate sensitivity, diplomacy, sound judgment, confidentiality and excellent interpersonal skills; and work under the stress of emergencies effectively to provide the media with accurate and timely information.

Minimum Qualifications
Requires any combination of education above high school level and/or experience equivalent to ten (10) years in the fields of public relations, communications, marketing, or journalism.

Must have, or obtain, a current and valid Virginia or North Carolina driver’s license in accordance with Virginia or North Carolina DMV driver’s license eligibility requirements.

Preferred Qualifications
Political science background, government knowledge or experience working in government at the local or state level.

Accreditation by the Public Relations Society of America.

Special Requirements
All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City’s operational status.

Knowledge-Skills-Abilities Required to Perform Satisfactorily
A. Knowledge
1. Knowledge of functions and operations of city government, departments, organizations and activities.
2. Knowledge of oral, written and visual communication techniques.
4. Knowledge of the Internet and web-based communication.
5. Knowledge of media relations regarding functions and roles of print and broadcast media and how best to work with them to achieve desired results.
6. Knowledge of public opinion research techniques.
7. Knowledge of media buying, target audiences, demographics and other basic marketing principles.

B. Skills
1. Skill in developing and maintaining effective professional working relationships.
2. Skill in planning and executing public relations activities including media relations, copy writing, issues and crisis management, and community relations.
3. Skill in researching and writing video scripts.
4. Skill in producing written publications.
5. Skill in developing and making oral presentations.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.
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6. Skill in working with various key facets of the public and media.
7. Skill in planning, coordinating and executing meetings and events.
8. Skill in developing opportunities for citizen input/involvement.
9. Skill in effective business and promotional communication techniques.

C. Abilities
1. Ability to work effectively with all facets of the city organization, the public and the media.
2. Ability to work as a team member to achieve outcomes.
3. Ability to discern how to handle confidential/sensitive matters appropriately.
4. Ability to act with tact and diplomacy.
5. Ability to be productive and meet deadlines in a stressful, ever-changing environment filled with emergencies and crises that may arise.
6. Ability to organize, plan and write creatively and effectively.
7. Ability to manage multiple projects and prioritize several highly critical tasks at once.
8. Ability to work productively in a stressful environment with consistency and effectiveness.

Working Conditions
The below stated working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City’s business.

Physical Requirements: Physical refers to the requirement for physical exertion and coordination of limb and body movement.
Requires sedentary work that involves walking or standing some of the time and involves exerting up to 10 pounds of force on a regular and recurring basis, and involves routine to frequent keyboard use and frequent handwriting using fingers & hands.

Some jobs may involve repetitive use of hand and foot controls.

Mental Requirements: Mental refers to the degree that the job involves cognitive activities, and use of mental processes
Uses advanced professional level work methods and practices in the analysis, coordination or interpretation of work of a professional, engineering, legal, managerial, or scientific nature and formulates important recommendations or makes technical decisions that have an organization wide impact; requires sustained, intense concentration for accurate results and continuous exposure to unusual pressure.

Environmental Conditions: Environmental refers to job conditions inherent to the job setting, including those that may lead to injury or health hazards even though precautions have been taken.
These jobs may risk exposure to traffic.

Some jobs may also risk exposure to bright/dim light, dusts and pollen, extreme heat and/or cold, wet or humid conditions, noise, and animals/wildlife.

Sensory Requirements: Sensory refers to hearing, sight, touch, taste, and smell required by the job.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.
Normal visual acuity, and field of vision, hearing, speaking, color perception, and depth perception.
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Class Summary
Work to help achieve and communicate the City’s vision and goals by providing senior level public relations counsel and services for the Mayor. Serve as speechwriter for the Mayor and Members of City Council.

Representative Work Functions and Responsibilities
Research/write speeches and major addresses for the Mayor and Members of City Council.

Respond to media requests for information/interviews on a variety of issues, including controversial topics.

Provide the Mayor with background information and key points.

Provide staff support and direction for the Mayor’s commissions and committees.

Research and write articles on behalf of the Mayor for local, regional and national industry publications.

Assist the Mayor with responsibilities on regional and national organizations such as the U.S. Conference of Mayor’s, National League of Cities and Virginia Municipal League.

Research, write, and coordinate requests for Mayoral Proclamations and correspondence.

Work in the Emergency Operations Center during emergencies and disasters, (Alpha One status) to assist the Mayor with media requests and other related needs.

Perform other job duties requiring skills, knowledge and physical requirements as demanded by those
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duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.

**Performance Standards**
Work independently under intense, inflexible deadlines with little direct supervision or input on content. Produce appropriate/effective speeches, background information, articles, and correspondence that demonstrate political sensitivity and confidentiality. Represent the Mayor in a positive manner with the public and media; demonstrate sensitivity, diplomacy, sound judgment, confidentiality and excellent interpersonal skills. Effectively provide the Mayor with appropriate, accurate and timely information in response to media requests. Work under the stress of emergencies effectively to provide the Mayor with accurate and timely briefings on the status of the city.

**Minimum Qualifications**
Requires any combination of education above high school level and/or experience equivalent to ten (10) years in the fields of public relations, communications or marketing, speech writer, writer/editor or assistant editor.

Must have, or obtain, a current and valid Virginia or North Carolina driver’s license in accordance with Virginia or North Carolina DMV driver’s license eligibility requirements.

**Preferred Qualifications**
Political science background, government knowledge or experience working in government at the local or state level.

**Special Requirements**
All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City’s operational status.

**Knowledge-Skills-Abilities Required to Perform Satisfactorily**

A. **Knowledge**
1. Knowledge of functions and operations of city government, departments, organizations and activities.
2. Knowledge of the principles and practices of public relations.
3. Knowledge of oral, written and visual communication techniques.
4. Knowledge of the Internet and Web-based communication.
5. Knowledge of media relations regarding functions and roles of print and broadcast media and how best to work with them to achieve desired results.
6. Knowledge of the principles of creative, effective speechwriting.

B. **Skills**
1. Skill in developing and maintaining effective professional working relationships.
2. Skill in planning and executing public relations activities.
3. Skill in researching and writing speeches and correspondence.
4. Skill in developing and making oral presentations.
5. Skill in responding to crisis situations.
6. Skill in working with various key facets of the public and media.
7. Skill in planning, coordinating and executing meetings.
8. Skill in effective business and promotional communication techniques.
9. Skill in consistently meeting challenging deadlines.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.
C. Abilities
   1. Ability to work effectively with all facets of the city organization, the public and the media.
   2. Ability to work as a team member to achieve outcomes.
   3. Ability to discern how to handle confidential/sensitive matters appropriately.
   4. Ability to act with tact and diplomacy.
   5. Ability to be productive and meet deadlines in a stressful, ever-changing environment filled with daily emergencies and crises that may arise.
   6. Ability to organize, plan and write creatively and effectively.
   7. Ability to manage multiple projects and prioritize several highly critical tasks at once.