Media and Communications Coordinator II
#01993
City of Virginia Beach – Job Description
Date of Last Revision: 12-09-2015

FLSA Status: Non-Exempt  Pay Plan: General  Grade: 24

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 public relations, media relations and issues management services for assigned City departments/agencies; promote programs, events and services and develop citizen communication opportunities; and write, design, edit and/or produce major City publications.

Representative Work Functions and Responsibilities
Work with assigned City departments to develop/implement public relations, marketing and media relations strategies and materials for addressing issues, promoting programs/services/events and communicating with the public.

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

Develop methods, programs and opportunities to inform and involve citizens.

Write news releases, message points, articles, advertising, video scripts; and write and edit original ideas and assigned feature articles for external distribution to local, regional and national newspapers, magazines and trade journals.

Coordinate and manage special events;

Manage the production of major city publications, including the citizen newsletter.

Handle confidential matters.

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**
Use sound media relations, public relations, journalistic and copy writing 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; use organizational ability and work as part of team to coordinate aspects of special event production from media coverage and planning stages through event execution; discern how to handle confidential/sensitive in disseminating public information; use organizational ability and sound editorial judgment to assign tasks, and follow-through with publication of articles written; provide counsel using professional expertise; present professional image at meetings, representing city, department and unit in a positive manner; use communication skills to present training in field as required; establish and maintain effective working relationships with city departments/agencies and the media; and use diplomacy and skills in dissemination of appropriate information to public.

**Minimum Qualifications**
Requires any combination of education (above high school level) and/or experience equivalent to six (6) years in fields such as public relations, communications, marketing, or journalism utilizing the required knowledge, skills and abilities.

**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 and marketing.
   3. Knowledge of oral, written and visual communication techniques.
   4. Knowledge of the Internet and web-based communication.
   5. Knowledge of media buying, target audiences, demographics and other basic marketing principles.
   6. Knowledge of media relations regarding functions and roles of print and broadcast media and how best to work with them to achieve desired results.
   7. Knowledge of public opinion research techniques.

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 writing, designing and preparing publications.
   4. Skill in planning, coordinating and executing special events and meetings.
   5. Skill in developing and making oral presentations.
   6. Skill in working with various key facets of the public and media.
   7. Skill in developing opportunities for citizen input/involvement.
   8. 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.

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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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, 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.
Some jobs involve a risk of limited to no exposure to any environmental hazards.

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

Sensory Requirements: Sensory refers to hearing, sight, touch, taste, and smell required by the job.
The job requires normal visual acuity, and field of vision, hearing, and speaking.

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