OGDEN CITY COUNCIL
EMPLOYMENT OPPORTUNITY

COMMUNICATIONS AND PUBLIC ENGAGEMENT COORDINATOR
(COMMUNICATIONS MANAGER)

In compliance with the Americans with Disabilities Act, persons needing Accessibility and/or Language assistance help should contact 801.629.8701, visit http://accessibility.ogdencity.com or contact Relay Utah at 711 or 888.735.5906.

Job Title: Communications and Public Engagement Coordinator
Pay Range: Range 51: $2,051.54 - $2,803.37 Bi-weekly; Benefits
Department: Ogden City Council Office  FLSA Classification: Exempt
Employment Category: Full-Time; Non-Merit Special Employee

Position Summary: The Communications and Public Engagement Coordinator is the designer and driver of various communications initiatives and programs that promote public understanding of City Council policies, goals, and strategies. The Communications and Public Engagement Coordinator defines messages, identifies stakeholders, determines appropriate communication tools, and produces the communication pieces for the City Council.

Responsibilities: The Communications and Public Engagement Coordinator is responsible for managing and implementing the Council’s communications efforts and strategies. The position requires an individual with strong verbal, written, and graphical communications skills. The individual will be responsible for creating, managing, and disseminating communications materials for the City Council, including the development of public outreach strategies, Council member communications, social media content, and media relations. Responsibilities will also include internal technical and routine tasks to assist with implementing these efforts.

Essential Job Functions: (Primary duties and responsibilities that must be performed)

Note: Reasonable accommodations will be made, if necessary, to enable individuals with disabilities to perform these essential functions.

1. **Communication with the Public:** The Communications and Public Engagement Coordinator is responsible for creating, maintaining, and distributing communications and messaging material for the public and outside organizations. These duties include the following:
   a. Draft and distribute press releases, news advisories, and other press material;
   b. Design and distribute print and digital material for the public, including fact sheets, infographics, public comment forms, pamphlets, fliers, and materials for social media and the Council’s website;
c. Create, film, organize, and edit videos for the purpose of communicating Council initiatives and goals, including news releases, notable events, and promotional materials;
d. Coordinate with the Ogden City Information Technology Division (IT) on specific projects related to producing and formatting content to be displayed on the City’s cable channel;
e. Take pictures and/or video at Council events such as Council meetings, groundbreakings, community gatherings, and news conferences for the purpose of posting to the Council’s social media accounts and maintaining a photographic record;
f. Draft letters and other official correspondence for Council members;
g. Monitor, manage, and post to the Council’s social media accounts and the Council’s website;
h. Design and administer citizen surveys;
i. Work with the City’s Public Information Officer (PIO) to coordinate and distribute press releases and news advisories to the Council and to the public in emergency or incident management situations; and
j. Work to expand the Council’s social media reach and impact.

2. Communication with the Council and City Staff: The Communications and Public Engagement Coordinator is responsible for a wide range of communications with Council members and with Council and Administrative Staff. These duties include the following:
   a. Review daily news outlets, compiling and forwarding pertinent articles to the Council and Council Staff;
   b. Create, organize, and implement comprehensive communications plans in response to Council directives;
   c. Monitor and disseminate public input received via mail, phone, email, and social media;
   d. Coordinate ceremonial resolutions, proclamations, and joint endeavors with the Mayor’s office;
   e. Prepare and present periodic communications updates to the Council;
   f. Prepare and present information pertinent to communications issues important to the Council;
   g. Provide communications training to the Council no less than once per year, including media/press training and social media training; and
   h. Participate in the design and organization of public meetings and events designed to allow Council members to interact with the public and other groups.

3. Public Relations: The Communications and Public Engagement Coordinator is responsible for maintaining relationships with the public, the media, and other organizations with which the Council has ongoing interaction. These duties include the following:
   a. Compile and maintain email and mailing lists for various stakeholder and citizen groups related to specific projects or issues relevant to the Council and distribute information to those groups as needed;
   b. Represent the Council by serving on and participating in technical advisory committees, stakeholder groups, steering committees, and other ad hoc groups related to projects, studies, and initiatives in which the City is participating;
   c. Prepare and present information to stakeholder groups to further explain Council communications initiatives;
d. Work with the media as a resource in obtaining and disseminating information; set up meetings with members of the media to discuss Council goals and initiatives; and
e. Coordinate collaborative efforts with other community entities, i.e. Ogden School District, Weber-Morgan Health Department, Weber State University, etc.

4. **Council Meetings, Office Work, and File Maintenance:** The Communications and Public Engagement Coordinator is responsible for a wide range of tasks assisting the Council in the performance of its duties, working as a member of the City Council Staff, and maintaining records and communications materials. These duties include the following:
   a. Attend and manage audio and video equipment at all Council meetings and work sessions;
   b. Manage and set up presentations and other graphical material to be used for presentations by City Staff at Council meetings and work sessions;
   c. Attend and document special events at which Council members are present, including occasional events after hours and on weekends;
   d. Provide basic office coverage as needed, including answering phones and greeting the public;
   e. Develop and maintain a Communications Work Plan;
   f. Perform research and other analysis as directed;
   g. Maintain and implement the Ogden City Style Guide in communications material;
   h. Maintain and manage communications files, including photos, videos, graphics, and written material; and
   i. Attendance and punctuality are essential functions of this position. Employee is required to work as a team and frequently meet with co-workers and supervisors; employee is required to communicate in-person with the public during office hours and after when on call; and employee is required to use on-site equipment.
   j. Participate in safety and risk management activities; take action to reduce liability to the city.
   k. Perform other related duties and responsibilities as required.

**Position Requirements:** *(Qualifications/competencies necessary to perform the job at a fully acceptable level)*

**Knowledge**
- Word processing and desktop publishing programs (see Education and Experience section below)
- Professional writing and composition abilities, including grammar, spelling, and punctuation
- Effective oral, written, and graphical communication techniques
- Understanding of major social media platforms
- Operation of photo and video cameras and equipment
- Media relations
- Professional etiquette with telephone, written, electronic, and personal communications

**Abilities**
- Ability to work with and respond to diverse opinions in a political environment;
- Ability to carry-out assignments and messaging that may differ from personal opinion;
- Implement messaging and communications in a professional and unbiased manner;
- Ability to understand and incorporate new technologies and communications platforms into the messaging and communications efforts of the Council;
Ability to learn and implement the City’s social media policies;
Ability to effectively use social media and related analytics to maximize message impacts;
Demonstrate the ability to work independently with initiative, self-reliance, and dependability, and participate as a member of the City Council Staff;
Ability to manage time effectively and prioritize tasks accordingly;
Reasonably monitor social media, news, and press releases for events and correspondence pertinent to the City and/or Council outside of regular business and distribute as appropriate;
Ability to react well under pressure and perform duties and tasks at expected levels of quality and quantity while remaining professional and tactful;
Adapt well to changes in the work environment with the ability to deal with frequent shifts in priorities or unexpected events or deadlines;
Understand and comply with all city policies and regulations, including safety and risk management standards;
Establish and maintain effective working relationships with those contacted in the course of work.
Maintain effective audio-visual discrimination and perception needed for: making observations, communicating with others, and operating assigned equipment and vehicles as required by the position.
Maintain mental capacity which allows for effective interaction and communication with others.

Behavior/Conduct
- Conduct business with integrity and demonstrate ethical behavior at all times
- Take responsibility for actions and work to correct mistakes or problems
- Maintain appropriate confidentiality
- Be punctual and attend and participate in required meetings

Education and Experience
- Graduation from an accredited college or university with a Bachelor’s degree in communications, public relations, or a related field
- Three to five years of professional experience in communications or related field. A Master’s degree in communications, public relations, or related field may be substituted for up to two years of professional experience.
- Computer experience using PC applications such as Microsoft Office (Word, PowerPoint, Dreamweaver, Excel, Access), and Adobe (Photoshop, InDesign, Acrobat Professional, Premiere Pro, Illustrator, etc.)
- Experience with Website creation and maintenance including CivicPlus is preferred
- Experience managing professional social media accounts is desired
- Related work experience with demonstrated experience in public relations, public participation, written and oral communications, government, media and press relations desirable
NIMS Required Training (Incident and Emergency Management)
  • Employee will be required to complete NIMS IS100 training within three months of hire.

Criminal History Background Check
Successful applicant must pass background check.

Motor Vehicle Report
Driving record of successful applicant will be obtained by the HR office.

Education Requirement
Successful applicant must submit a copy of above education requirements when requested.

Veteran’s Preference Points
Applicants MUST submit a copy of their DD-214 to the Human Resource office during the interview process. This is for initial appointments only.

Application Procedure
On-line applications will be accepted at www.ogdencity.com until Friday, January 26, 2018. If you do not have access to a computer, you may come to the Ogden City Human Resources office located at 2549 Washington Blvd., Suite 220, Ogden, UT 84401 between the hours of 8:00 a.m. to 5:00 p.m. Monday through Friday.
Applicants selected for an interview will be required to submit a writing and graphic design sample.

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January 8, 2018