



**Position Title:** Communications Specialist  
**Division:** City Manager's Office  
**Reports to:** Director of Communication

**Job Class:**  
**Paygrade:** 24  
**Date:** March 2020

## Job Description

**Summary:** Oversees and reviews communications programs, systems and initiatives for assigned department; develops media relations, public relations, marketing campaigns, publications, web design and event planning; writes and edits material for citywide communications.

**Essential Functions:** -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to, the following:*

- Oversees and coordinates assigned department communications, marketing and outreach programs.
- Recommends and assists in the implementation of communication program goals and objectives; establishes schedules and methods for providing program services, including work plans, service level agreements and memoranda of understanding; and implements communications policies and procedures.
- Monitors performance of assigned communications, marketing and outreach programs. Recommends and implements modifications to systems and procedures.
- Promotes and coordinates specific activities within a public education or community program, project or initiative; prepares communications and marketing materials including news releases, fliers and schedules of events, pamphlets and brochures; oversees social media; and oversees distribution of published materials.
- Monitors the effectiveness of assigned communication programs; and recommends program changes in response to results. Maintains records and develops reports and correspondence related to the effectiveness of new or ongoing programs or projects; maintains and files related reports; and prepares statistical reports as required.
- Represents the City of Odessa at community meetings, civic organizations and governmental groups; researches print and broadcast media insertions, compiles and distributes to stakeholders; prepares and presents presentations regarding communications program.
- Conducts surveys and research to monitor effectiveness of assigned communications programs; recommends program changes in response to results.
- Supports the departmental operations with regular and timely attendance.
- Supports the relationship between the City of Odessa and the general public by demonstrating courteous and cooperative behavior when interacting with visitors and City staff; maintains confidentiality of work-related issues and City information; performs other duties as required or assigned.

## **Minimum Qualifications:**

**Education, Training and Experience Guidelines:** Associate's Degree in Communications, Journalism, Public Relations, Marketing, or related field required; AND 6-8 year's increasingly responsible experience in journalism, communications, and public relations required; public sector experience is preferred.

OR

High school diploma/GED or 8-10 years of television/journalism work experience.

## **Knowledge of:**

- Basic operations, services and activities of assigned public education program.
- Principles and practices of community organizations and public and media relations.
- Environmental issues and concerns, if applicable to assigned program.
- Associated press style.
- Design and print processes.
- Basic procedures, methods and techniques of budget preparation and control.
- Recent developments, current literature and information related to program management.
- Marketing theories, principles and practices and their application to program promotion.
- City businesses and activities.
- Modern office equipment including computers.
- Crisis, internal and public communication.
- Pertinent Federal, State and local laws, codes and safety regulations.

## **Skill in:**

- Computers and applicable software
- Organization and time management
- Marketing and promoting
- News and feature writing
- Headline writing
- Reporting
- Public relations writing
- Interpersonal relations

## **Ability to:**

- Communicate clearly and effectively, both orally and in writing.
- Communicate clearly and effectively, both orally and in writing in a foreign language; preferably Spanish.
- Elicit community and organizational support for program.
- Promote program by implementing and designing marketing and promotional items.
- Proofread and edit.

**License and certification requirements:** A valid Texas State Driver's License is required.

**Physical demands and working environment:** Work is performed in a standard office environment.

*I have received, reviewed and fully understand the job description for **Communications Specialist**. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.*

---

Print Name

---

Employee Signature

---

Date