

CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: Department Communication Specialist **UNION:231**
CLASS TITLE: Program Specialist **SG:S-8**
DEPARTMENT: Planning and Community Development **CS:N**
EEO4CODE:PR

JOB SUMMARY:

Coordinates the Planning and Community Development Department's communication plan, including interdepartmental and employee communication, public information and involvement, project and process status, community relations and media relations. Coordinates the Department website. Coordinates Department staff to meet internal and external communication needs. Tracks and informs applicable departments on intergovernmental activities pertaining to the City.

SUPERVISORY RELATIONSHIP:

Reports to the Director of Planning and Community Development. Works independently with minimal supervision under the general guidance of City and Department policies and procedures, and local, state and federal statutes. May receive work assignments from the Mayor and Department Director.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Works with the Department Director and senior division managers to develop and implement a departmental communication plan to increase citizen awareness, education and participation in the Department's decision making process. Works closely with the Executive Department on projects of City-wide importance.
2. Coordinates Department staff to implement public process and communication strategies to ensure a transparent and continuous process for public participation relating to planning and community development activities and projects.
3. Plans and coordinates and/or supports the planning and coordination of events such as public forums and community activities.
4. Plans, develops, coordinates and produces public information products including brochures, fact sheets, news releases, audio/visual programs, educational and promotional materials, website and other information.
5. Works with the neighborhoods and citizens to educate and inform regarding any aspect of City planning and community development.
6. Monitors, tracks and informs applicable city departments regarding intergovernmental actions and activities pertaining to the City.
7. Coordinates Planning and Community Development Department website.

8. Provides support to the Tourism Commission.

ADDITIONAL WORK PERFORMED:

1. Acts as back-up to the City Communications Coordinator, and works with the Executive Department and Chief Administrative Officer.
2. Special projects, as assigned
3. Performs other related duties within the general scope of the classification.

KNOWLEDGE AND SKILLS:

- Knowledge of communication and public involvement strategies and how to apply them in a municipal environment.
- Knowledge of public communication plan development and the production of support materials.
- Knowledge of government systems, processes and procedures.
- Knowledge of public opinion research techniques and various methods of application in governmental issues.
- Excellent written communication skills to prepare materials for publication and information for the public.
- Excellent verbal communication skills to present information to groups of people.
- Ability to plan effectively in an atmosphere of ambiguity or rapidly changing environment.
- Ability to present information effectively to large and small groups and in pressure situations.
- Ability to effectively work in a team environment, contribute openly, respectfully disagree, understand the ideas of others, listen well and work for consensus.
- Ability to exercise good judgment in evaluating situations and making decisions.
- Ability to effectively use computer application software including word processing, spreadsheet and database management programs to produce a variety of documents.
- Ability to handle several tasks simultaneously and to meet deadlines while maintaining accuracy and attention to detail in an environment of frequent interruptions.
- Ability to work independently in carrying out position responsibilities.
- Ability to communicate effectively, both orally and in writing with confidence, tact, courtesy and patience.
- Ability to establish and maintain effective working relationships with associates and the general public using tact, courtesy and good judgment.

WORKING ENVIRONMENT:

Work is performed in an office environment as well as frequently attending meetings at various locations during the day and evening.

EXPERIENCE AND TRAINING REQUIREMENTS:

- Bachelor's degree in communication or a related field.
- Two years of experience in governmental communications required; additional experience desired.

- Any combination of experience, education, and training that provides the necessary knowledge, skills and abilities will be considered.

NECESSARY SPECIAL REQUIREMENT:

- Valid Washington State driver license and good driving record. Candidate must submit a three-year driving abstract prior to hire.

PREPARED BY: N. Oliver
L. Klemanski
2/2006

REVIEWED BY: _____
Greg Aucutt, Acting Director
Planning and Community Development
Department

JOINT CLASSIFICATION COMMITTEE ALLOCATION: _____ January 27, 2006