

## CITY OF BELLINGHAM

### JOB DESCRIPTION

**JOB TITLE:** Public Works Communications And Outreach Coordinator **UNION:231**  
**CLASS TITLE:** Program Coordinator **SG: 8**  
**DEPARTMENT:** Public Works Administration **CS: N**  
**EEO4CODE: PR**

#### **JOB SUMMARY:**

Develops and manages the Public Works Department's communication plan, including inter-departmental and employee communication, public information, public involvement, community relations and media relations. Serves as an internal consultant, advising the Public Works Director, Department managers, leads and other staff on communication strategies and implementation methods. Works with staff to meet communication needs for the City and its programs based on internal and external communication needs. Serves as a first point of contact for inquiries to the Public Works Department and triages requests for information. Responds to inquiries directly within scope of knowledge. Directs inquiries or requests related to the Americans with Disabilities Act (ADA) to the appropriate staff.

#### **SUPERVISORY RELATIONSHIP:**

Reports to the Public Works Director. Works independently under general direction and the guidance of applicable federal, state and local statutes, regulations, policies, procedures and contractual agreements. Works in coordination with department managers and other staff.

#### **ESSENTIAL FUNCTIONS OF THE JOB:**

1. Advises the Public Works Director and other management staff on public information policies and issues. Serves as principal staff specialist and professional consultant to Department in the field of communications. Provides support and assistance by advising and coordinating with others in the Department who are preparing communications outreach, educational, or other similar materials.
2. Plans, manages, develops, coordinates, and produces public information products including brochures, fact sheets, news releases, audio/ visual programs, web site, and other informational, educational, and promotional materials. Plans, designs, and coordinates and/or supports the planning and coordination of events such as public forums, project open houses, and community activities.
3. Coordinates between Public Works and Finance Departments on citywide means, methods, and content on communications related to utility billing.
4. Monitors, responds, or directs to appropriate staff all incoming electronic communications submitted through general public works email accounts.
5. Monitors and responds or directs to appropriate staff inquiries or complaints related to the American with Disabilities Act (ADA). Monitors obligations under state and federal law for

methods and languages used to communicate information. Independently prepares and submits annual reports (e.g. Title VI) as required to the appropriate agency on behalf of the department.

6. As directed by the Director and Assistant Directors, develops, manages and implements strategic communications plans to increase citizen awareness of Public Works programs, capital projects and encourage citizen participation in the City's decision making process.
7. Coordinates interdepartmental and interagency efforts to maintain and expand the Public Works web pages. Manages and monitors the process whereby content is placed in the Public Works sections of the City's web site. Coordinates with department staff to ensure information is current, relevant and accurate. Coordinates with Information Technology staff to ensure that web links are viable. Serves as department web site representative, coordinating and managing web content.
8. Serves as Department Public Information Officer (PIO) in the event of an emergency to coordinate and release information. Coordinates with and supports the Office of Emergency Management during emergency and regular operations. May serve as PIO or other supporting role during an event under the Incident Command System.

**ADDITIONAL WORK PERFORMED:**

1. May prepare scopes of work for solicitation of consultants on small communications contracts.
2. Performs other related duties within the scope of the classification.

**PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):**

Knowledge of:

- Full range of communication, education, and public involvement strategies and how to apply them in a municipal environment.
- Government systems, processes and procedures preferred
- Public Works Department and its role in the community preferred.
- Public communication plan development and the production of support materials.
- Computer graphics and layout applications.
- Web site software and social media knowledge.
- Knowledge of Spanish, Tagalog, American Sign Language, Russian or other second language is helpful.

Skill in:

- Strong computer skills, including proficiency in standard applications for word processing, spreadsheets, presentations, databases, manipulating images, desktop publishing and creating print illustrations and layouts.
- Strong analytical skills and attention to detail.
- Strong mastery of English language with superior proofreading and editing ability of written materials.
- Excellent verbal communication skills to present information to the City Council, groups of employees and to the public.
- Excellent written communication skills to prepare materials for publication and information for the public.

Ability to:

- Express a positive and welcoming attitude during first contact.
- Communicate complex technical ideas or policies to non-technical audiences.
- Present information using print, web, social media, and broadcast media.
- Plan effectively in an atmosphere of ambiguity or rapidly changing environment.
- Present information effectively to large and small groups and in pressure situations.
- Gain and maintain confidence of Public Works Director, Mayor, Council and others involved in policy and public processes.
- Serve as an internal consultant and provide guidance and training to a variety of staff on communication issues.
- Effectively work in a team environment: contribute openly, respectfully disagree, understand the ideas of others, listen well and work for consensus.
- Understand the role of appointed and elected officials.
- Basic desktop publishing with the ability to design products from concept to completion.
- Be organized, give attention to details and ensure accuracy of information and communications.
- Maintain consistent and punctual attendance.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.
- Physically perform the essential functions of the job, including:
  - Close, distance, color, and peripheral vision;
  - Depth perception;
  - Ability to adjust visual focus;
  - Hearing adequate to distinguish sound quality;
  - Fine finger dexterity to manipulate computer keyboard and mouse.

**WORKING ENVIRONMENT:**

Generally works in an office environment with extensive time spent at a computer workstation. Some work is performed outdoors in all weather and on uneven terrain. Duties are frequently performed under the stress of information deadlines, pressure from the public, and/or the press for information on sensitive issues. The conditions encountered will vary depending on the sensitivity and complexity of the information to be disseminated. Work requires attendance at evening meetings and response to after-hours callouts.

**EXPERIENCE AND TRAINING REQUIREMENTS:**

- Baccalaureate degree in communications, journalism, public relations, public administration, or related field.
- Three years of experience in the field of communications with responsibility for advising senior management staff on communications and public relations issues.
- Demonstrated experience in working with both print and broadcast media.
- A combination of experience and training that provides the candidate with the knowledge, skills and abilities to perform the responsibilities of this position will be considered.

**NECESSARY SPECIAL REQUIREMENTS:**

- Employment contingent upon passing a criminal conviction and local background check.

- Valid Washington State driver's license and good driving record. Candidates must submit a three-year driving abstract prior to hire.
- National Incident Management Systems (NIMS) Training, or the ability to obtain within 18 months, including Incident Command Systems 100, 200, 300, 700 and Washington State G290 and Emergency Management Institute E388

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**JOINT CLASSIFICATION COMMITTEE ALLOCATION:** \_\_\_\_\_ May 19, 2008