

# **March 2011 Communications Officer Job Description**

**Exempt:** No  
**Department:** Mayor's Office  
**Reports To:** Mayor  
**Location:** City Hall, 515 W Washington, Jonesboro AR  
**Date Prepared:** November 05, 2009  
**Date Revised:** May 25, 2011

## **GENERAL DESCRIPTION OF POSITION**

The incumbent is responsible for communications from the City to include public relations, strategic communications, marketing and advertisement to increase awareness activities of the City, media design and production, and maintaining the City website.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Provide advice and counsel to the Mayor on city-wide initiatives including forecasting potential ramifications, implications and unintended consequences. Provide support to city leadership to position the city in the most favorable position within the community. This duty is performed daily.
2. Oversee the operations and strategic use of the city's in-house, full service television station and media production studio. This duty is performed daily.
3. Responsible for the development and implementation of high-quality communications and marketing programs. This duty is performed irregularly.
4. Manage the development, distribution, and maintenance of all printed and electronic material including, but not limited to, newsletters, brochures, and City of Jonesboro's website. This duty is performed irregularly.
5. Direct the city's media relations for City activities. This duty is performed irregularly.
6. Provide diagnostic analysis of existing software and work with users of systems. This duty is performed irregularly.
7. Perform any other related duties as required or assigned.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

## **EDUCATION AND EXPERIENCE**

Broad knowledge of such fields as advanced accounting, marketing, business administration, finance, etc. Equivalent to four years of college, plus 2 years related experience and/or training. Or equivalent combination of education and experience.

## **RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT**

Funds, Property & Equipment Responsibility: \$ 100,000

## **SUPERVISORY RESPONSIBILITIES**

None.

## **COMMUNICATION SKILLS**

Ability to write speeches and articles for publication that conform to prescribed style and format; Ability to effectively present information to top management, public groups, and/or boards of directors.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

## **CRITICAL THINKING SKILLS**

Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

## **SUPERVISION RECEIVED**

Under administrative direction, setting up own standard of performance. Virtually self-supervising. Reports to senior management of the organization.

## **PLANNING**

Limited responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work operations.

## **DECISION MAKING**

Performs work operations which permit frequent opportunity for decision-making of minor importance and which would not only affect the operating efficiency of the individual involved, but would also affect the work operations of other employees and/or clientele to a slight degree.

## **MENTAL DEMAND**

Close mental demand. Operations requiring close and continuous attention for control of operations. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

## **ANALYTICAL ABILITY / PROBLEM SOLVING**

General oversight. Activities covered by general organizational philosophy and objectives. Solving problems in novel, non-recurring or swiftly changing situations in which the approach is not fully defined. Guidance by top executive officer or business owner.

## **USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS**

Regular personal computer support, technical help, and/or basic software support, database analysis, level I technician, project coordination, installation and help desk.

## **ACCURACY**

Probable errors would normally not be detected in succeeding operations and could possibly affect organization-patron relationship, involve re-work, or additional expenditures in order to properly resolve the error. The possibility of such errors would occur quite frequently in performance of the job. May also cause inaccuracies or incomplete information that would be used in other segments of the organization as a basis for making subsequent decisions, plans, or actions.

## **PUBLIC CONTACT**

Regular contacts with patrons, either within the office or in the field. May also involve occasional self-initiated contacts to patrons. Lack of tact and judgment may result in a limited type of problem for the

organization.

### **EMPLOYEE CONTACT**

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs.

### **REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS**

None

### **PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS**

None

### **SOFTWARE SKILLS REQUIRED**

Advanced: Contact Management, Human Resources Systems, Payroll Systems, Presentation/PowerPoint  
Intermediate: Accounting, Database, Programming Languages, Spreadsheet, Word Processing/Typing  
Basic: 10-Key, Alphanumeric Data Entry

### **ADDITIONAL INFORMATION**

Not indicated.

### **PHYSICAL ACTIVITIES**

The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

While performing the functions of this job, the employee is continuously required to sit, talk or hear; regularly required to use hands to finger, handle, or feel; and frequently required to stand, walk, reach with hands and arms; occasionally required to climb or balance, stoop, kneel, crouch, or crawl, taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision; color vision; depth perception; and ability to adjust focus.

### **ENVIRONMENTAL CONDITIONS**

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.