

Draft Communications Coordinator – City of Racine

Position Purpose:

Under the general direction of the City Administrator, the Communications Coordinator is responsible for the development, management and administration of strategic outreach, media relations and communications of City-wide initiatives for external and internal audiences of the City of Racine. In collaboration with the Mayor, Common Council and/or City Staff, this position will oversee the messaging of community priorities and City programs using various communication strategies, including all manner of traditional and social media.

Essential Duties:

- Develops, implements and oversees comprehensive communications and marketing functions, including: developing and executing comprehensive proactive and reactive media relations in-line with City's brand and marketing strategies; developing, maintaining and improving City's marketing initiatives and strategies; planning media relations efforts in coordination with other departments and divisions; researching, developing, writing and preparing various marketing materials, advertising and public notices (news releases, social media postings, fact sheets, brochures, posters, billboards, invitations, etc.).
- Coordinating bid processes for publications, services, etc.; obtaining photographers, graphic designers and illustrators and overseeing projects; providing information to the public; pitching news, feature stories and targeted campaigns to local, regional and national media; developing and executing public relations strategies, which exercises discretion in determining design and layout copy; may include preparation of camera-ready and electronic files of copy/art for use in publications.
- Serving as communication and press advisor to the Council, City Administrator and staff members; coordinating all media inquiries with appropriate Departments; attending meetings and strategy sessions to remain informed of major programs and activities; providing advice on necessity, method and timing of press releases to mitigate potential public relations problems; writing and coordinating information for the web site and bulletin board; planning press conferences; coordinating the use of media or ad space; and developing and maintaining local, regional and national media contacts and community mailing lists.
- Works collaboratively with City Council, City Administrator, Departments and Divisions as well as community partners on communications-related programs and activities. Provides guidance to City Council, City Administrator and staff in developing key messages on high-profile issues. Assists City Departments and Divisions with community engagement efforts and developing effective community engagement strategies.
- Serves as the City's primary liaison during crisis communications; responding to the news media and to related public information officials, such as law enforcement, public safety and health, and/or fire agencies disseminating critical information in a timely manner.

- Develops concepts, designs, researches, writes, edits, enhances and delivers compelling communications, written and visual, for intended audiences ensuring accuracy, readability and ease of comprehension of the information on various matters pertaining to City of Racine operations, concerns, issues, and interests.
- Assists in coordinating marketing and development activities to promote City wide special events, projects and campaigns; coordinates photography for City events; orders photographs; submits photographs to media.
- Prepares complex, routine and non-routine reports as requested utilizing a variety of software; receives, sorts, and summarizes material for the preparation of reports; prepares work reports and staff reports.
- Composes correspondence in accordance with standard policies; answers various inquiries; explains policies and procedures; processes routine and non-routine matters independently.

Associate Duties:

- Thorough knowledge of the principals and practices of effective media, public relations and communications.
- Advanced knowledge of all aspects of external communications, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, direct mail, online communications, conferences, press and events.
- Demonstrated understanding of the news media, its structures and technology for reporting news.
- Excellent oral and written communications skills, including capacity to communicate complex ideas compellingly to a variety of audiences across a multitude of media platforms.
- Effectively using principles of written communication, graphical layout and multimedia techniques appropriate to web-based communication, ensuring that work products are clear, usable and effectively convey the intended messages and information.
- Understanding complexity and viewing situations from a broad strategic perspective. Effectively translating organizational/divisional strategy into strategy for own area(s) of responsibility.
- Understanding trends in marketing, identity building, and communication strategies for governmental organizations.
- Expertise in conducting research, locating information related to the request and critically evaluating the research findings.
- Use of personal computer equipment and software (Microsoft Office Suite).
- Cable television operations.
- Audiovisual presentation techniques and photographic layouts for publication.
- Video production techniques.
- Applicable state, federal and local ordinances, codes, laws, rules and regulations and legislative issues.
- Project management techniques.

Knowledge Skills and Abilities: Strongly Prefer Candidates with:

- Graduation from a recognized college or university with a bachelor's degree in Communications, Journalism, Public Relations or related studies.
- Three (3) years of experience in communications/media related activities, or public relations, preferably in the public sector
- A master's degree in an area listed above may substitute for one year of the required work experience
- Valid Wisconsin Driver's License at the time of appointment and throughout employment.

Desirable Qualifications:

- On-air experience in television or radio broadcast journalism
- News Media experience
- Supervisory experience
- Has existing productive relationships with local television, print, radio and online outlets.
- Advanced skills in the use of social media across multiple platforms.

Physical Demands of the Position:

- Standing, walking, sitting, and stooping.
- Kneeling, crouching, climbing, balancing, and bending/twisting.
- Reaching, feeling, talking, and hearing.
- Handling, grasping, and fingering: writing, typing, etc.

Environmental/Working Conditions of the Position:

- Air-conditioned office environment.
- Requires sitting and typing for long periods of time.
- Ability to change duties quickly under stressful conditions.
- Requires working some overtime hours.

Equipment Used:

Personal computer and Microsoft Office programs, typewriter, fax machine, calculator, telephone, copy machine, and other miscellaneous office equipment.

