

## COMMUNICATIONS ANALYST

### DEFINITION

This position is responsible for coordinating various communication initiatives, including: creating and maintaining the City's social media resources (Facebook, Twitter and Nextdoor); updating the City website; overseeing Lafayette Listens; issuing news releases; editing the City's newsletters and other media; producing, filming and editing video; providing photographic services; and assisting with various outreach efforts as assigned in an effort to inform and engage the community. This position will require the ability to work weekends and evenings, as assigned.

### SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Administrative Services Director. Exercises no supervision of staff.

### CLASS CHARACTERISTICS

This is a full journey-level class. Incumbents in this role develop and implement policies and procedures for a variety of projects and programs within an assigned department. The work has technical aspects requiring the interpretation and application of policies, procedures, and regulations and may involve frequent contact with the public. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. Experienced incumbents in this position are expected to be able to exercise independent judgement and make decisions.

### EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

*Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Compose and update City website content, including news releases;
- Write, edit and prepare informational materials, including the City's newsletters, to inform the community of City issues, services, programs and events and oversee work of consultants;
- Develop, plan and implement opportunities to improve public awareness of and involvement in City services, programs, plans and projects;
- Develop partnerships and coordinate information with outside individuals and agencies to foster community service, education and information;
- Represent the City in outside meetings and public events;
- Establish, maintain and foster cooperative working relationships with city-wide departments in the course of work;

- Create and maintain the City's social media resources (Facebook, Twitter Instagram and Nextdoor), insuring an active and engaging presence and appropriate content;
- Prepare topics for Lafayette Listens and monitor and report on activity;
- Prepare information for billboards and the TV channel;
- Produce videos on various topics for posting on YouTube and other City outlets;
- Provide photographic services;
- Assist with various tasks as assigned, including community engagement and volunteer events

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of public outreach.
- Social media tools and account management.
- Organization and function of public agencies, including the role of an elected City Council and appointed boards and commissions.
- Applicable codes, regulations, policies, technical processes, and procedures related to the department to which assigned.
- Modern office administrative practices and procedures, including the use of standard office equipment.
- Business letter writing and the standard format for reports and correspondence.
- Principles and practices of data collection and report preparation.
- Computer applications related to the work, including word processing, web design, database, and spreadsheet applications.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

### **Ability to:**

- Post content, monitor and evaluate website and social media outlets;
- Develop written material, photos and video for the community;
- Work proficiently with Microsoft Office, including effective use of Word, Excel and PowerPoint;
- ☑ Communicate effectively orally and in writing.
- Write clearly and concisely for a variety of audiences and prepare public information to engage and inform the community;
- Comprehend and follow oral and written instructions; manage time and activities to complete assignments timely; and function independently with minimal supervision;
- Oversee activities of consultants;
- Effectively manage project assignments and multiple priorities to operate within budget, meet all objectives and meet deadlines;
- Establish effective relationships with those contacted in the course of work, ensuring positive interpersonal relations with others;
- Develop and maintain administrative databases and other information;

- Make presentations;
- Work with teams to complete various tasks as needed.
- Establish and maintain a variety of filing, record keeping, and tracking systems, both manual and automated.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines in politically sensitive situations.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Bachelor's Degree or college-level coursework in journalism or other liberal arts concentrations and (3) years of professional experience managing public engagement activities, social media outlets, websites as well as preparing written and visual content for a variety of platforms.

**Licenses and Certifications:**

- None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is an office classification requiring standing in work areas and walking between work areas also requiring City-wide field investigation and verification of completion of contractor work requests Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees perform field work as required to meet needed department functions and tasks. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

**SPECIAL REQUIREMENTS**

Incumbents in this class may be required to work irregular or weekend hours, as needed.