



JOB DESCRIPTION

Title: Executive Administrative Assistant /
Community Relations Coordinator

Department: Administration

Reports to: City Administrator

Pay Grade: 57

Date Adopted: April 29, 2021

Previous Revision Date:

Last Revision Date:

Type: Full Time

Part Time

FLSA: Exempt Salary

Non Exempt Hourly

Union: Yes

No

Job Summary:

Performs a wide variety of administrative support for the City Administrator. Coordinates City-wide communications, including press releases, web page, social media accounts, and public access channel, while working closely with City Departments. Monitors and maintains website and social media accounts. Performs assignments in specialized areas including public relations, media relations, community relations, marketing, and event planning.

Essential Functions:

1. Performs complete administrative duties for the City Administrator, including appropriately directing Administrator's office visitors and phone calls; furnishing and researching information when requested; making arrangements for meetings; distributing information on a variety of problems, researching problems, and/or referring citizens to proper officials.
2. Works closely with the City Administrator to ensure that internal systems are operating effectively; assists in the development and regular updates of city-wide and department strategic and operational planning efforts.
3. Keeps advised and knowledgeable regarding the current status of the work and various activities and involvements of the City Administrator, provides input, and disburses information as instructed.
4. Makes presentations to City Administration, City Council, and City committees and commissions. Attends meetings as necessary. May represent City at meetings of other public and private organizations.

5. Handles all aspects of scheduling and coordination of City Administrator's meetings, calendars, etc. May attend meetings on behalf of the City Administrator.
6. Supports the Mayor, City Council, City Administrator, and other members of the City management team with communications advise, program promotion, training, counsel and written communications (presentations, talking points, speeches).
7. Counsels elected and appointed City officials and staff concerning public relations aspects of policies, practices, procedures, programs, and actions.
8. Have access to and monitor all City owned digital media platforms for appearance and content. Responsible for the ongoing management, development, and optimization of City-owned media channels and content in the digital space, including the deployment of quality creative content across digital media platforms. Engage with the community across various platforms to build relationships through positive interactions.
9. Serve as liaison and creative lead on various projects or City programs and departments in support of communication needs.
10. Analyze metrics to evaluate the performance of the City's digital assets, including the website and all social media channels.
11. Assist with creating internal communications programs, publications, content, and resources for City employees.
12. Advise staff regarding publicity, media relations, and communications techniques in dealing with the public and the media. May accompany staff members to media interviews.
13. Create and design flyers, brochures, and other print media.
14. Collaborate in the preparation and dissemination of emergency information and communications.
15. Responsible for developing the public messages and communications tools needed for sustained positive public relations. Maintains editorial and graphics standards for City public information; assuring effectiveness, clarity, and a high standard of quality for all publications and communications emanating from City divisions. This includes, but is not limited to, news releases, website and social media content, special events, and media training for staff and elected officials.
16. Advises departments of the optimum approach in public relations and communications and provides assistance in major events. Approves all press releases for appropriate message content, grammar, and conciseness.
17. Fosters and maintains good working relationships with external groups, such as the business community, Chamber of Commerce, Main Street, NGage, community groups, and the general public.

18. Responds to and resolves public inquiries and complaints. Handles complex and sensitive issues and complaints in accordance with City policies and applicable laws, as assigned by the City Administrator.
 19. Attend conferences, lectures, workshops, and demonstrations regarding new equipment, procedures, and technological innovations that relate to marketing operations. Stay abreast of new trends and developments in the field.
 20. Operate Microsoft Word, Excel, Power Point, Gmail, etc.
 21. Operate basic office machines such as copy machine, computer, calculator, fax machine, cash register, etc.
 22. Keep confidential information confidential.
 23. Serve on City phone bank and provide administrative support as needed during Emergency Operations.
 24. Work the days and hours necessary to perform all assigned responsibilities and tasks. Must be available to communicate with subordinates, supervisors, customers, vendors and any other persons or organizations with whom interaction is required to accomplish work and employer goals.
 25. Punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks, where applicable.
 26. Perform other work which is consistent with the essential functions of the job.
 27. Perform other duties as assigned.
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Education and Special License(s)/Certifications:

High School diploma or equivalent required.

Associates Degree or Bachelor's Degree in Public or Business Administration or Marketing or equivalent experience required.

Experience:

Three (3) years of professional experience in public relations, writing, media relations, events coordination and marketing, or an equivalent level of experience preferred. (Breaks in service of no more than ninety (90) days shall be considered *de minimums* and shall not be considered in calculating the consecutive years.)

Skills:

1. Effective oral and written communication skills.
2. Good listening skills.

3. Ability to perform basic math and accounting skills.
 4. Organizational skills.
 5. Analytical skills.
 6. PC computer skills. (Windows-based word processing and spreadsheet software skills).
 7. Manual dexterity.
 8. Ability to work in environment with constant interruptions.
 9. Good typing and data entry skills.
 10. Reading.
 11. Good customer/public relations.
 12. Ability to work independently.
 13. Working knowledge of word processing, email, and calendaring computer software applications.
 14. Excellent interpersonal skills.
 15. Excellent grammar, punctuation, spelling, and proofreading skills.
 16. Knowledge of general theories, principles, techniques, and objectives of public information including communication, research, journalism, marketing, public relations, graphic design, and organizational communications.
 17. Knowledge of local and regional public affairs.
 18. Knowledge of fundamentals of photography and video-photography.
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Mental Requirements:

1. Ability to organize files and retrieve data effectively.
 2. Ability to learn and understand PC software applications.
 3. Alpha and numeric recognition.
 4. Ability to prioritize work.
 5. Logical reasoning.
 6. Patience.
 7. Ability to carry out assignments through oral and written instructions.
 8. Concentration.
 9. Accounting principles.
 10. Ability to compute basic math computations.
 11. Ability to work on several projects at once.
 12. Ability to work under distracting conditions.
 13. Ability to read and comprehend City policies and ordinances, State, and Federal laws and regulations.
 14. Ability to train and guide others.
 15. Ability to exhibit tact, diplomacy, and judgment when dealing with co-workers, other City employees, and external contacts.
 16. Ability to analyze complex problems and recommend possible solutions.
 17. Ability to multi-task.
 18. Ability to work under pressure.
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Physical Requirements:

1. Ability to lift 20 pounds and transport 20 feet.
2. Ability to make and receive phone calls.

3. Visual stamina and acuity adequate to review alpha/numeric data and spend long periods looking at computer screen.
 4. Ability to operate basic office machines such as copy machine, computer, calculator, fax machine, cash register, etc.
 5. Hand and eye coordination adequate to input computer data and operate various office equipment.
 6. Ability to sit and be attentive for extended periods of time.
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Supervisory Responsibility (Direct and Indirect):

Direct None

Indirect

Disclaimer:

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed for individuals with this job title. However, this job description is not intended to be an exhaustive list of all qualifications, skills, efforts, duties, responsibilities, or working conditions associated with the position.

Approved:



Tobias J. Tempelmeyer, City Administrator

4-29-21
Date