

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Vacant

Work Phone:

2. Class Title (i.e. payroll title):

Communications Coordinator

3. Working Title (if any):

4. Name & Class of First-Line Supervisor:

Mary Bottari—Mayor's Chief of Staff

Work Phone:

5. Department, Division & Section:

Mayor's Office

6. Work Address:

210 MLK Jr. Blvd. Room 401

7. Hours/Week: 38.75

Start time: End time:

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

-
10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

This position will develop strategies for overall communication in support of the City's mission, vision, and goals.

11. Position Summary:

This is a responsible, professional position that will plan, organize, and coordinate the City's public information and public relations activities focusing informing and engaging the public about City activities. The incumbent will perform professional public relations work, advise departments on public information best practices, inform the public, media, and City departments and elected officials regarding City activities and services, and serve as the City spokesperson. This position will also coordinate and support the activities of Public Information Officers serving in individual City agencies. This position works under the general supervision of the Mayor's office.

12. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 60% A. Plan, develop, implement, and maintain continuous communication, information, and outreach programs for the City of Madison to better educate and engage the public.
1. Serve as the City's primary spokesperson and develop and implement the City's public information program to enhance the public's understanding of City services and programs.
 2. Research best practices and develop standards for City-wide use relative to community engagement and involvement in City processes.
 3. Ensure key communications are effectively translated and pushed out in easy to understand text and multiple languages.
 4. Create proactive, monthly and yearly communication plans, with a focus on community education and engagement in coordination with other PIOs.
 5. Identify opportunities to create and enhance public educational efforts, materials and delivery channels (i.e. newsletters, brochures, branded programs, video, social media, etc.) to educate the public on City services and programs.
 6. Review City messaging through a racial equity lens to ensure culturally appropriate communications for all residents.
 7. Ensure key communications are effectively translated and pushed out in easy to understand text and multiple languages.
- 20% B. Ensure all levels of City communications staff are accurately, effectively, and consistently promoting City-wide priorities and messaging.
1. Research best practices and develop standards for City-wide use relative to internal and external communications.
 2. Establish and coordinate regular meetings with agency PIOs to discuss upcoming events, issues and concerns and ensure consistency in messaging and branding.
 3. Coordinate City messaging and branding with Information Technology and the Web Development Team.
 4. Serve as City spokesperson in the Emergency Operations Center during crisis situations. Create and ensure the integration of a City-wide crisis communications program, which includes strategic external communications plans and stakeholder outreach.
- 20% C. Enhance and maintain the City's Social Media sites to effectively educate and involve the the public in City programs.
1. Keep abreast of social media trends and developments, encouraging the adoption and elevation of relevant social media techniques and tools.
 2. Develop procedures and best practices for all staff using social media.
 3. Create effective benchmarks for increasing the reach of city social media and measuring the impact of social media programs. Analyze, review, and report on the effectiveness of social media campaigns in an effort to maximize results.
 4. Develop a strategy to assist city agencies in growing the number of residents and businesses subscribing to the City's social media platforms, newsletters and other media delivery system.

13. Primary knowledge, skills and abilities required:

Thorough knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Thorough of print, broadcast, and media principles and practices. Thorough knowledge of standard social media platforms. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of the Open Records law and appropriate confidentiality standards. Working knowledge of applicable departmental principles, practices and terminology. Ability to develop, recommend and promote public information materials in keeping with the department's missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain positive relations with the media. Ability to produce and promote public information events, write accurate

news releases, and public service announcements, and to review and edit the related work of others. Ability to compile and disseminate appropriate information about departmental activities, events and operations. Ability to organize activities, establish priorities and meet deadlines. Ability to establish and maintain effective working relationships. Ability to communicate to a diverse audience. Ability to draw appropriate conclusions from varied data including identifying sources of information. Ability to provide on-air and live broadcast presentations. Ability to oversee and coordinate the work of PIOs working in different agencies. Ability to maintain adequate attendance.

14. Special tools and equipment required:

15. Required licenses and/or registration:

16. Physical requirements:

The incumbent will be expected to travel to various locations throughout the City in order to perform outreach and media events. The incumbent may have to lift and carry relevant materials and equipment for such presentations and events. Otherwise, work is performed in an office environment using standard office equipment such as a computer, telephone, and copier.

17. Supervision received (level and type):
Office of the Mayor

18. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

19. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

20. Supervisor Statement:

I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Instructions and additional forms are available from the Human Resources Dept., Room 261, Madison Municipal Bldg., calling 266-4615 or visiting cityofmadison.com/employeenet/policies-procedures/position-descriptions.