



City of Umatilla

Job Title:	Communications and Outreach Specialist	Job Category:	Non-Union; Non-Exempt
Department/Group:	City Manager's Office	Pay Grade:	Grade: E Resolution No. 33-2023
Location:	Umatilla City Hall	Reports to:	City Manager
HR Contact:	Jonathan Egan	Position Type:	Full-Time
Supervision:	Received: Works under the direction of the City Manager and Department Heads as assigned.		
Minimum Qualifications:			
<ul style="list-style-type: none"> Associate degree in Communications, Marketing, Advertising, Journalism, or related field. Bachelor's degree preferred. 2 years of experience in community outreach, communications, marketing, or journalism. Municipal or Nonprofit experience preferred. 1 year of experience in executive-level administrative support. Have, or be able to obtain, Oregon Notary within first year of hire. Bilingual Preferred Any equivalent combination of experience and education which provides the knowledge, skills, and abilities necessary to perform the work. 			
Job Description			
<p>GENERAL PURPOSE</p> <p>Under the general direction of the City Manager, the Communications and Outreach Specialist will develop, coordinate, and assist in delivering communications and public affairs initiatives. The incumbent will develop and publish press releases, media advisories, print and electronic newsletters, written and photographic content for web and social media platforms, and other communication as requested. The incumbent will also work closely with other City departments to develop and ensure consistent messaging to community members. The incumbent will also serve (approx. 20% of time) as the Executive Assistant to the City Manager, other Department Directors, or the City Recorder as assigned. In this role, the incumbent will perform varied, complex, and confidential office administrative support and general records management in the overall administration of City operations.</p> <p>ESSENTIAL DUTIES AND RESPONSIBILITIES:</p> <p>To be successful in this position, the incumbent must be able to perform each essential function satisfactorily. Additional duties may also be assigned. The city may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.</p> <p><i>COMMUNICATIONS AND OUTREACH:</i></p> <ul style="list-style-type: none"> Assists in implementing a city-wide strategic communications plan that communicates to employees, residents, businesses, and the general public. Researches and writes news briefs for communication to residents and businesses regarding municipal issues, activities, and events; Utilizes a variety of communication methods, including 			

print, radio, TV, reader board, and the various social media platforms and media outlets for the timely dissemination of information.

- Under the general direction of the City Manager or City Recorder, manages and monitors the City's social media presence including Facebook, X, Instagram, LinkedIn, etc.; Responds or redirects public questions and concerns; administers and provides regular content updates for the City's website.
- Researches and writes interesting and informative newsletters, reports, pamphlets, or other traditional media materials; Prepares analytical data using email marketing software.
- Promotes new and existing businesses through social media marketing and City-wide special events; Collaborates and hosts city events.
- Fills in for the City Recorder at City Council meetings in the absence of the City Recorder.

EXECUTIVE ASSISTANT:

- Relieves the City Manager of administrative details; exercises considerable judgment and applies experience in making decisions; maintains confidentiality; provides information.
- Performs special projects as assigned by the City Manager.
- Receives and screens visitor, telephone calls, emails, and regular mail; provides information to the public to ensure an understanding of City policies and procedures; listens to questions and explains procedures according to existing guidelines; refers community members to the proper resource as appropriate; identifies, negotiates, and/or resolves solutions to citizen complaints and problems when appropriate.
- Coordinates and maintains multiple calendars and schedules meetings and appointments for the Mayor, City Councilmembers, and the City Manager; makes travel arrangements as required.
- Drafts and prepares information and other materials for Council meetings; reviews and prepares documents for City Manager signature; drafts and prepares written communications and talking points for the City Manager.
- Assists in the implementation of goals, objectives, strategies, policies, procedures, and work plans.
- Utilizes software applications for a variety of purposes including, but not limited to, budget, financial reporting, personnel actions, City Council staff reports, and strategic planning.
- Assists the City Recorder with records management or archiving requirements as directed by the City Manager.

Knowledge, Skills and Abilities:

Knowledge of:

- Applicable Federal, State, and local laws, rules, codes, and regulations related to assigned activities.
- Principles and methods of conceptual design, page layout, freehand, photographic, computer techniques, processes, and equipment.
- Web design, illustration, commercial art, publication methods, techniques, and processes.

- Printing as it applies to graphic design production including color separations, prepress file preparation, scanning and on press checking of jobs.
- Principles and practices of graphic art design.
- Experience with a variety of Adobe products and solutions.
- Proven ability to work in a fast-paced, demanding environment, both as a team member and individually.
- Principles and techniques of preparing and disseminating public information.
- News media, including newspaper, radio, television, and other communication sources.
- Social media: websites, Facebook, X, Instagram, LinkedIn, others.
- Modern office practices, methods, procedures, and equipment.
- Record-keeping principles, procedures, and techniques.
- City and Department operations, policies, and objectives.
- Financial and statistical reporting and record-keeping techniques.
- Principles of training and providing work direction.
- Processing requirements and procedures for public documents.
- Basic budget preparation and control techniques.
- Advanced word processing, spreadsheet, and desktop publishing software used by the City.
- Correct English (and preferably Spanish) usage, grammar, spelling, punctuation, and vocabulary.

SKILLS AND ABILITIES:

- Demonstrate strong follow-up skills and attention to detail.
- Prepare cost estimates for projects within quality specifications, financial constraints, and time schedule for each project.
- Retain focus to see projects from conception to completion.
- Promote the image of the City through choice, use and distribution of promotion items, creative printed pieces, and advertising.
- Find creative approaches to preparing and presenting issues.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise, and understandable manner to intended audiences.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or no direction, set priorities and meet deadlines.
- Operate a variety of modern office equipment and personal computers using standard or customized software application programs appropriate to assigned activities.
- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines.
- Provide continuous effort to improve operations, streamline work processes and work cooperatively and jointly to provide quality customer service.
- Maintain confidentiality, tact, and discretion in handling and processing confidential information.

- Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.
- Establish, maintain, and foster effective working relations with public and private agencies, elected and public officials, co-workers, and members of the public.
- Read, learn, interpret, apply, and explain codes, rules, regulations, policies, and procedures.
- Plan and perform complex administrative office coordination duties.
- Apply principles of training and provide work direction to others.
- Research and analyze data and information and develop, evaluate, and present alternative recommendations.
- Prepare, monitor, and control assigned budgets and financial accounting records.
- Understand and follow verbal and written instructions.

PHYSICAL DEMANDS

The physical demands 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 essential functions.

While performing the duties of this position, the employee is continuously required to sit, use arms, wrists, and hands. Frequently twist and reach forward. Occasionally stand, walk, drive, lift/carry up to 20 lbs., bend, reach above shoulder, and squeeze. Rarely lift/carry up to 50 lbs., push/pull up to 75 lbs., crouch, kneel, crawl, climb stairs, or operate foot controls.

WORK ENVIRONMENT

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

Usual office working environment. This role routinely uses standard office equipment such as computers, phones, adding machines, copy machines, filing cabinets and fax machines. The noise level in the work environment is typical of most open office environments. Occasional work on nights and weekends.

Reviewed By:	David Stockdale	Date:	January 18, 2024
Approved By:	David Stockdale	Date:	January 18, 2024
Last Updated By:	Jonathan Egan	Date/Time:	January 18, 2024

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David Stockdale
City Manager