Job Title: Communications Specialist

Department: City Manager

Immediate

Supervisor: Communications & Marketing Manager

Origination Date:	08/02/2012
Revision Date:	
Job Grade	603
FLSA Status	Exempt

BRIEF DESCRIPTION OF THE JOB:

The Communications Specialist will be in charge of producing video content from concept to completion that corresponds with messaging in the Communications & Marketing Division's annual strategic communications plan as well as the core principles of the City of Goodyear. He/she will also research, develop story ideas and content, storyboard, write, produce, direct, shoot, edit and add additional materials to completed video content that will be made available on the City's Web site, social media platforms or other digital properties. The Communications Specialist will also produce video content for various communications or marketing campaigns, video record public meetings for the City and have a role in the Division's social media strategy and messaging on Facebook, Twitter and other platforms.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Produces original news video content that is in alignment with the Communications & Marketing Division's annual strategic communications plan. The produced video content is expected to be made available with short turnaround time on the City's digital platforms (Web site, social media, etc.) and pushed to local and national electronic media if applicable.
2	S	Produces video content of employee events or campaigns that are in alignment with the City's overall internal communications and human capital plans. The produced video content is expected to be made available on the City's Intranet site.
3	S	Produces video content for special projects, presentations, campaigns or promotions to assist other departments and divisions with their strategic plans (i.e., b-roll footage, commission videos, etc).
4	S	Operates and maintains all audio and video equipment, including video camera, microphones, lighting equipment, green screen room, editing/post production software, music library, etc. Researches audio and video equipment needs and wants and acquires new equipment as appropriate. Stretches resources to get the most out of existing equipment.
5	S	Video records live City Council meetings, work sessions, planning and zoning commission meetings and other public meetings for the City's Web site by operating production switchers and robotic cameras.

	Physical Strength Code	ESSENTIAL FUNCTIONS
6	S	Assists in posting messaging, photos and video content on the City's social media platforms (Facebook, Twitter, YouTube) that is in alignment with the
		Communications & Marketing Division's strategic plan.
7	S	Learns essential Webmaster duties to be able to perform basic upload functions on
		the City's Web site and social media platforms (Facebook, YouTube, etc.). Serves as
		a backup to the Webmaster if he/she is sick, on vacation, etc.

JOB REQUIREMENTS:

	JOB REQUIREMENTS
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience Certifications and	Minimum one year of experience in a related field. Valid Driver's License
Other Requirements	
Reading	Work requires the ability to read general correspondence, memorandums, reports, and letters at a college level.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write articles for publication, correspondence, memorandums, and reports at a college level.
Managerial	Job has no responsibility for the direction or supervision of others but may provide advice/direction to an employee with less experience/skill or tenure.
Policy / Decision Making	Moderate - The employee normally performs the duty assignment after receiving general instructions as to methods, procedures, and desired end results. There is some opportunity for discretion when making selections among a few, easily identifiable choices. Work involving discretion is typically reviewed before finalized.
Budget Responsibility	Moderate - Supports the preparation of budget documents; may do research to justify data used in documents for a unit or division of a department. May recommend budget allocations. Often compiles data and/or enters or oversees data entry. May have responsibility for monitoring budget expenditures (typically non-discretionary expenditures).
Technical Skills	Comprehensive Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal / Human Relations Skills	Moderate - In addition to the sharing of information, interactions at this level may also include providing advice to others outside direct reporting relationships on specific problems or general policies/procedures. In many of the interactions, contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)	Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	□ N □ R ⊠ O □ F □ C		Pushing/ Pulling	□ N □ R ⊠ O □ F □ C	☒ File drawers☐ Equipment☐ Tables and chairs☐ Hoses
Fine Dexterity	□ N □ R □ O □ F ⊠ C	 ☑ Computer keyboard ☑ Telephone keypad ☐ Calculator ☐ Calibrating equipment 	Climbing	□ N ⊠ R □ O □ F □ C	⊠ Stairs □ Ladders □ Step stools □ Onto equipment
Walking	□ N □ R ⊠ O □ F □ C	☑ To other departments/offices☐ Around work site	Vision	□ N □ R □ O □ F ☑ C	☒ Reading☒ Computer screen☒ Driving☐ Observing work site
Lifting	□ N ⊠ R □ O □ F □ C	☐ Supplies ☐ Equipment ☑ Files	Foot Controls	□ N □ R ⊠ O □ F □ C	☑ Driving☐ Operating heavy equipment☐ Operating Dictaphone
Carrying	□ N ⊠ R □ O □ F □ C	☐ Supplies ☐ Equipment ☑ Files	Balancing	⊠ N □ R □ O □ F □ C	☐ On ladders ☐ On equipment ☐ On step stools
Sitting	□ N □ R □ O ⊠ F □ C	☑ Desk work☑ Meetings☑ Driving	Bending	□ N □ R ☑ O □ F □ C	 ☒ Filing in lower drawers ☐ Retrieving items from lower shelves/ground ☐ Making repairs
Reaching	□ N □ R ⊠ O □ F □ C	☑ For supplies☑ For files	Crouching	□ N □ R ⊠ O □ F □ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Handling	□ N □ R ⊠ O □ F □ C	⊠ Paperwork □ Monies	Hearing	□ N □ R □ O ⊠ F □ C	⊠ Communicating via telephone/radio, to co-workers/public □ Listening to equipment
Kneeling	□ N □ R ⊠ O □ F □ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground	Twisting	□ N □ R ⊠ O □ F □ C	☑ From computer to telephone☐ Getting inside vehicle
Crawling	⊠ N □ R □ O □ F □ C	☐ Under equipment ☐ Inside attics/pipes/ditches	Talking	□ N □ R □ O ⊠ F □ C	☑ Communicating via telephone/radio, to co-workers/public
Other		(Explain)			

Physical Demands (continue	ed)							
Machines, Tools, Equipmen	t and Work	Aids:						
Copier, fax, telephone, calculator, vehic	cle, video camer	a						
Computer Equipment and S	Software:							
PC, printer, scanner, Microsoft Office S		eative Suite, Vio	deo Editing So	ftware, Outlo	ok			
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The transport of the same								
Environmental Factors: Environmental Condition	ne .	Never	Seasonally	Several T	imes	Several Ti	mes	Daily
Environmental Condition	J113	INCVCI	Scasonarry	Per Mo		Per Wee		Daily
Extreme temperature		D						
(heat, cold, extreme temp. changes fr work)	rom outside	⊠						
Wetness and/or humidity		⊠						
(bodily discomfort from moisture) Respiratory hazards								
(fumes, gases, chemicals, dust and d	irt)	\boxtimes						
Noise and vibration		X						
(sufficient to cause hearing loss) Physical hazards			_	<u> </u>		_		_
(high voltage, dangerous machinery,	, aggressive	\boxtimes						
prisoners, patients – <u>not customers</u>)								
Health and Safety Condition	ıs:							
Health and Safety Conditions	N = Never	R = Rarel		ccasionally		Frequently		Constantly
	Never	Less than		or more of	_	n 1/3 to 2/3		or more of
Mechanical hazards	occurs	hour per we	eek th	e time	of	the time	1	the time
	X			<u> </u>				
Chemical hazards	X			<u> </u>				
Electrical hazards	X			<u> </u>				
Fire hazards	×							
Explosives	×							
Communicable diseases	X							
Physical danger or abuse	X							
Other (specify)								
Primary Work Location:								
☑ Office Environment								
☐ Warehouse								
☐ Shop								
☐ Vehicle								
☐ Recreation Centers/Neighborhoo	d Centers							
Outdoors								
☐ Other (Specify)								
Drotactive Faminment Descri	inad:							
Protective Equipment Requ	ireu:							
17/21								

Job Demands

Overall Strength Demands:

Overall Strength Demands					
⊠ Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.				
□ Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.				
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.				
☐ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.				
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.				

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	X			
Emergency Situations			\boxtimes	
Frequent Change of Tasks	×			
Irregular Schedule/Overtime		×		
Performing Multiple Tasks Simultaneously	×			
Working Closely with Others as Part of a Team		×		
Tedious or Exacting Work	X			
Noisy/Distracting Environment			×	
Other (Describe below.)				

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

e reviewed this job analysis and nds of this job.	its attachments and find it to be an accur	rate description
	Signature of Employee	Date
Job Title of Supervisor	Signature of Supervisor	Date
Job Title of Department Director	Signature of Department Director	Date

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.