

**CITY OF GREENBELT, MD
CLASS SPECIFICATION**

CLASS TITLE: Public Information & Communications Officer
DEPARTMENT: Administration
REPORTS TO: City Manager

SALARY GRADE: 15
FLSA STATUS: E
DATE: 11/2022

JOB SUMMARY AND DISTINGUISHING FEATURES OF THE WORK:

This position is responsible for the City's communications through its social media accounts, cable channel and website, producing cable programs and print information about City services and activities, and assisting other departments in public information initiatives. This position also handles issues relating to cable franchise agreements. Work is performed under the general direction of the City Manager. Supervision is exercised over all division personnel.

ESSENTIAL JOB FUNCTIONS:

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Manage 1 fulltime classified and 1 part-time production staff.

Create a communications plan for the City of Greenbelt.

Inform residents about services, events, meetings, projects etc. using a variety of video, social media, publications, photographs and other media.

Remotely and locally direct and videotape City Council and public meetings for live and streaming Cablecast.

Oversee City's social media accounts, by posting, analyzing and creating all types of content for the sites.

Serve as City's webmaster. Keep the site up to date and relevant by overseeing design and implementation. Work with all city departments to keep information up to date and relevant. Respond to City Council, Staff and residents as to additions and updates to website.

Implement additional modules on the City's website such as Jobs, Calendar, Service Requests, Facility Directories, etc. Create and design on-line applications and fillable pdf's for all departments.

Create and design promotional and informational publications and flyers for all City departments such as the Recreation Brochure, Summer Camps Brochure, City Codes Information, Recycling, Public Works services, shelter event flyers, adoptable pets.

Oversee the City's franchise agreements with the cable companies. Serve as the liaison between companies and citizens when service issues are not resolved. Make sure that companies are complying with agreements. Serve on negotiating team with County as a Municipal representative during cable franchise agreement negotiations. Keep City Council informed on these agreements and the major terms included in them.

Produce and direct informational television programming including City events, original videos about City services, targeted programming for citizen groups such as seniors, students, etc. Write scripts for original informational video programming. Communicate with all departments as to what services to highlight and what current projects they are working on.

Schedule and supervise part-time employees and interns to cover meetings, City events, and original productions for the Greenbelt Municipal Access Channels, YouTube and Social Media Sites. Check employees' work for completion and accuracy.

Train part-time employees and interns how to operate video equipment, edit programs, operate live production equipment, troubleshoot cablecast system, and set up camera and sound equipment.

Maintain electronic informational bulletin board announcing City events, public information, emergency announcements, etc. for Municipal Access Channel using electronic signage software and systems.

Write press releases promoting city programs, services, events, etc. to submit to local newspapers and other media. Produce a weekly "City Information" section for the Greenbelt News Review.

Photograph City events, buildings, projects, staff, etc. for use in publications, website, video productions and presentations.

Create graphics for website, publications, presentations, displays, the City Budget, etc using a variety of layout, graphic, presentation, and infographic software programs.

Schedule and program videos for playback on the City's Municipal Access Channels, YouTube, Social Media and On-Demand video library

Research, purchase, maintain, install, and make minor repairs to audio and video equipment.

Keep an updated list of Emergency Press Contacts and procedures and serve as the contact to the press in emergency situations. Keep the public informed during any emergency situation.

IMPORTANT JOB FUNCTIONS:

Find new and varied ways to communicate with the public.

Provide as many services as possible to City residents through the City's website.

Create surveys and citizen feedback forms to enhance citizen engagement in the decision making process.

Create presentations, banners and display boards for conferences, job fairs, trade shows, etc.

Represent the City of Greenbelt on committees of the Prince George's County Intergovernmental Network.

Gather and distribute informational materials for new city residents.

Performs other related duties as assigned.

MATERIAL AND EQUIPMENT USED:

Computer	General Office Equipment	Video Editing Systems	Electronic Signage
Still and Video Cameras	Desktop Publishing Systems	Graphic Software	Video and Sound Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

Bachelor's degree from an accredited four-year college or university in Communications, Public Relations, or a related field; and,

Extensive progressively responsible related experience; or,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

Licenses and Certifications:

None

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

Video production and editing

Web design and html editing software

Desktop publishing and graphics

Photography

All applicable state, federal and local ordinances, laws, rules and regulations.

All computer applications and hardware related to performance of the essential functions of the job.

Department organization, standard operating guidelines and policies, rules, and regulations.

Local, state and federal laws and current city ordinances.

Skill in:

Communicating orally and in writing with the public, internal staff and other departmental staff in order to give and receive information in a courteous manner.

Operating and maintaining all assigned equipment required to perform the essential functions of the job.

Ability to establish and maintain effective working relationships with fellow employees, city officials, other government agencies, and the general public.

Ability to work independently, multitask, and coordinate and organize multiple projects.

Sensory requirements include standard vision requirements; vocal communication is required for expressing ideas by means of the spoken word; hearing is required to receive detailed information through oral communication and/or to make fine distinctions in sound. This is sedentary work requiring the exertion of up to 10 pounds of force sometimes.

Working Conditions:

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.

The incumbents working conditions are typically quiet.

NOTE: This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.