

## **CLASS SPECIFICATION**

### **Community Relations Specialist**

**Code Number:** \_\_\_\_\_

## **GENERAL PURPOSE**

Under general supervision, performs a variety of professional and administrative activities in support of Commission public affairs, community relations and outreach and media relations programs; and performs related duties as assigned.

## **DISTINGUISHING CHARACTERISTICS**

Community Relations Specialists perform skilled, professional duties in the development of public affairs, public awareness and information, community relations and outreach and media relations materials and program concepts. They are expected to be able to take assigned projects of moderate difficulty and sensitivity and carry them through from initial concept to finished communications materials or events, utilizing sound judgment, the application of proven public/media relations principles and skillful, persuasive writing and presentation approaches with a minimum of direction and supervision.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

Drafts news releases, public service announcements, fact sheets, flyers, newsletters, articles, brochures and other written materials for use in community outreach programs and media relations initiatives; coordinates the development and assembly of press kits for major events or initiatives; sets up media briefings and contacts media representatives to solicit interest in stories; assists media representatives in selecting visuals for use with stories; oversees and coordinates planning and carrying out select media activities and special events; assists other sections in the preparation of public information and communication materials.

Coordinates the less complex public awareness, information or community relations and outreach programs, internal communication projects, or elements of such programs and projects as assigned; designs, develops and creates materials, including brochures, reports and other print/graphic materials; conducts background research and develops story/message concepts; proposes most appropriate communication media and channels; writes copy; performs layout and graphic design activities for materials under development or works with outside contractors and consultants to perform such services; organizes and coordinates deadlines and production schedules to carry out program responsibilities.

Conducts research and prepares responses to public inquiries on a variety of topics.

## **OTHER DUTIES**

Creates advertising concepts and copy; writes technical reports, correspondence and other written materials.

Answers questions and provides information on Commission programs and projects; works with other Commission staff to formulate methods and approaches for addressing community and public concerns; follows up to ensure that concerns, needs and requests are responded to; may attend and monitor meetings and may make presentations to other governmental, professional and community groups and organizations.

Serves on industry, professional or community committees and task forces, as assigned, to represent the Commission.

Confers with representatives of other departments, committees and vendors as required by project assignments.

May develop or arrange for the development of public, media and community relations materials in Spanish or other languages in addition to English.

## **DESIRED MINIMUM QUALIFICATIONS**

### **Knowledge of:**

Methods and techniques of writing for advertising, marketing and public relations; principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation; principles, methods and techniques of graphic design, layout and print production; methods and practices applied in design and implementation of public affairs, community relations and advertising programs; advertising and public relations industry practices and trends.

### **Ability to:**

Operate a computer using word processing, graphics and other standard software; communicate clearly and concisely, orally and in writing; apply writing style and techniques appropriate for differing business and journalistic/public relations purposes; create effective graphic designs and creative approaches for use in public information and community outreach programs; edit written materials; interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines; exercise sound judgment within established guidelines; maintain accurate files and records; maintain effective relationships with those encountered in the course of the work, including the media.

## **Licenses; Certificates; Special Requirements:**

A valid California Class C driver's license.

## **Training and Experience:**

A typical way of obtaining the knowledges, skills and abilities outlined above is graduation from a four-year college or university with major coursework in public relations, communications, public administration or a closely related field; and two years of progressively responsible professional experience in public affairs or community outreach programs and projects similar to those administered by the Commission, which included responsibility for writing materials and designing graphic treatments; or an equivalent combination of training and experience.

## **PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Physical Demands**

While performing the duties of this job, employees are regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle or feel standard office equipment; and reach with hands and arms. Employees are frequently required to stand and walk.

Specific vision abilities required by this job include close vision, color vision and the ability to adjust focus.

### **Mental Demands**

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve complex problems; use math and mathematical reasoning; perform highly detailed work under changing, intensive deadlines on multiple, concurrent tasks; work with constant interruptions; and interact with Commission managers, supervisors, business and community organizations, the media, employees, the public and others encountered in the course of work.

## **WORK ENVIRONMENT**

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

Employees work under typical office conditions, and the noise level is usually quiet.