

965108/24/10

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: INTERGOVERNMENTAL AND COMMUNICATIONS OFFICER (NC)

DEFINITION

Under administrative direction, to perform professional and administrative work in planning and coordinating intergovernmental and communication activities and operations; to prepare and disseminate materials to the public and news media and work closely with the Mayor and City Council to coordinate intergovernmental relations programs; to liaise with the City's marketing staff to provide technical assistance to City officials and departments in preparation of internal and external publications; and to perform other related work as required.

DISTINGUISHING CHARACTERISTICS

Positions designated as Non-Classified are exempt from the classified service. The Incumbent shall be appointed "at-will" and serve at the pleasure of the Mayor, Mayor Pro-Tem, Government Affairs Committee Chairperson and the City Manager.

REPORTS TO: Mayor, Mayor Pro-Tem, Government Affairs Committee Chairperson and the City Manager

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Mayor, Mayor Pro-Tem, Government Affairs Committee Chairperson and the City Manager. May exercise general supervision over para-professional, technical, and administrative support staff, as assigned.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Coordinate a system that provides for the timely disclosure of public information and is responsive to requests for public information.
- Develop, implement, and coordinate a comprehensive communications program for the City which identifies audiences, messages, communications tools and evaluation measures.
- Improve the City's use of social media, including developing a strategic plan for what mediums will be used to coordinate proactive messaging on City activities and services and develop acceptable use policies for each; to provide training for City departments on proper use and technical aspects of managing the City's social media outlets.
- Prepare and disseminate a wide variety of public information regarding City business including news releases, press conferences, public service announcements, newsletters, articles, special presentations and related materials.
- Establish appropriate mediums to communicate and inform elected officials of relevant issues.
- Organize the dissemination of positive and accurate information to the public regarding City business by utilizing a variety of communication tools, including: news releases, cable television programming, press conferences, public service announcements, newsletters, fact sheets, commercials, special presentations and other collateral material.
- Seek regional and national news media coverage exemplifying the positive programs and services, events, projects, opportunities and advantages of the City.

- Liaise with City staff overseeing the Riverside Report newsletter, Channel 3, and City website to ensure appropriate information is disseminated; provide feedback as necessary.
- Maintain press clipping file on City news incidents; track media response along a variety of indicators; prepare report of results for City leadership.
- Collaborate with the City's marketing staff, develop special multi-media presentations as required, including slide shows, displays and photographic exhibits; organize photography and video-photography at a variety of presentations and special events.
- Develop, coordinate, and implement the Intergovernmental Relations program services and activities with those of the Mayor's Office and other elected officials; inform elected officials of major intergovernmental policy and legislative issues affecting the City.
- Conduct in-depth research of pertinent policies and legislative information; initiate appropriate responses to proposed or pending intergovernmental policies or legislation affecting the City at city, county, special district, regional, state and federal levels.
- Provide elected officials and management staff with timely information, analyses, technical assistance and recommendations regarding various policy and legislative issues and related intergovernmental activities.
- Oversee lobbying contracts at the state and federal levels.
- Maintain professional networks with elected officials and appointed staff, including arranging visits with local elected officials in other cities, counties, special districts, regional, state and federal governments and agencies.
- Coordinate efforts involving the acquisition of grants for the City, including compiling a public database of grant information relevant to city departments and projects; stay up-to-date with grant opportunities available to the City, and coordinate the writing, submission and follow-up of grant applications.

QUALIFICATIONS

Knowledge of:

- Organization, services and functions of municipal, regional, state and federal government.
- Techniques and methods used in development and evaluation of communications.
- Principles and practices of journalism.
- Personal computer operation; software applications including graphics and desktop publishing systems.
- Interviewing techniques, communications, media services and resources.
- Operational characteristics, services and activities of an Intergovernmental Relations program.
- Pertinent federal, state, and local laws, codes and regulations.
- Research methods and techniques and report presentation.
- Principles of supervision, training and performance evaluation.
- Local government process, management and governance.

Ability to:

- Perform the operations, services and activities of an Intergovernmental Relations program.

- Analyze and interpret local, regional, state and federal legislation and prepare recommendations.
- Coordinate a variety of activities with the local elected officials and with outside governmental agencies.
- Develop, organize, and coordinate a communication program.
- Communicate effectively, both orally and in writing.
- Gather and verify news information through interview, observation and research.
- Analyze complex administrative problems, evaluate alternatives and make creative recommendations.
- Advise on most effective techniques of information dissemination in a rapid, accurate and tactful manner; exercise judgment in release of information.
- Present and prepare press releases, news articles, presentations, reports and other written materials in a timely and recipient appropriate manner.
- Prepare and present a variety of communications materials; write and edit newsletters and news releases; prepare flyers and reports; prepare and give presentations; edit materials for proper punctuation and grammar.
- Establish and maintain effective working relationships with City officials, employees, the public and news media.
- Coordinate activities with other divisions and City departments.
- Operate a personal computer and applicable software including graphics and desktop publishing systems.
- Supervise, train, and evaluate assigned personnel.
- Effectively work in a political environment with individuals with diverse backgrounds and opinions.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, public relations, English, communications, public administration, business administration, political science, or a closely related field.

Experience: A minimum of 5 years of experience in a combination of public relations, writing, media relations, marketing, analysis of legislation, or intergovernmental functions. A Master's degree may be substituted for one year of the required experience. Prior governmental experience is highly desirable.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of a valid Class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Intergovernmental and Communications Officer

TO: