

**CITY OF STUART
JOB DESCRIPTION**

Title: Communications and Special Events Coordinator
Department: Community Services Department
Job Code: TBD
Grade: S20
Exempt Status: Exempt

CHARACTERISTICS OF THE CLASS

Under direction of the Community Services Director, performs professional and administrative work directing activities and programs related to the City community relations, special event and tourism functions. Incumbent will use independent judgment and acquired knowledge to administer programs under the purview of local ordinances, commission guidance and City policy. Work is reviewed through observation and reports; oral and written.

EXAMPLES OF ESSENTIAL FUNCTIONS

1. Coordinates the City of Stuart's Communications Plan.
2. Write, edit and distribute press releases and City newsletters.
3. Generates applicable talking points for management discussion regarding strategic objectives of the commission.
4. Prepares, reviews and edits press releases, newsletters, marketing & advertising material.
5. Host and assist in the production of City's Stuart Life Campaign.
6. Prepare audio and video content for the broadcasting of the Stuart Life episodes on public television stations.
7. Maintain a tracking system for governmental, political and economic development issues applicable to City concerns.
8. Monitor and report on current and ongoing Legislative Issues that may impact City of Stuart. Assist Director with Legislative Updates to the City Commission.
9. Oversee the City's special events permitting, City parks, facilities and athletics fields.
10. Prepare and present tourism data to the Tourism Development Board.

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Communications and Special Events Coordinator - continued

11. Leads the City's tourism initiative and directs the successful operation of the visitor center and its volunteers to include oversight of all promotional and reference material.
12. Researches special projects as assigned by the City Manager's office.

NOTE: The examples of essential functions as listed in this classification specification are not necessarily descriptive of any one position in the class. The omission of an essential function of work does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

REQUIREMENTS

A. Training and Education

Bachelor's degree in Communications, Marketing, Public Relations, Business Administration or Public Administration supplemented by two years of specific experience as described in this position classification. Comparable work experience may be substituted for education requirements.

B. Knowledge, Abilities and Skills

Knowledge of principles, practices and techniques of effective public relations, mass communication, marketing, promotion and advertising.

Knowledge of program and project management, event planning and activity coordination.

Knowledge of customer service practices, effective communication and correspondence etiquette.

Ability to work irregular hours as necessary such as evenings and weekends.

Ability to establish and maintain effective working relationships with employees, superiors and the public.

Ability to maintain accurate and well organized records to develop reports and presentations.

Ability to perform a variety of duties in responsibilities, assess and prioritize multiple projects, tasks and demands while meeting deadlines.

Ability to read, understand, interpret, convey and assure compliance with federal, state and local regulations, policies, ordinances and laws.

Skilled in verbal and written expression.

Demonstrate effective interpersonal communication skills, conflict resolution.

Operate various computer software applications and hardware.

C. Physical Requirements

Task involves frequent walking, at times over rough or uneven surfaces, sitting, stretching, pushing, pulling, bending, stooping, standing; some lifting and carrying objects of moderate to heavy weight (30-50 pounds); occasionally heavy weight items (50-100 pounds) and/or the operation of vehicles, office equipment, keyboard, or hand tools in which manipulative skills and hand-eye coordination are important ingredients of safe and/or productive operations.

D. Environmental Requirements

Task may require infrequent exposure to adverse environmental conditions.

E. Sensory Requirements

Task requires sound perception and discrimination.

Task requires visual perception and discrimination.

Task requires oral communications ability.

Task requires color and depth perception and discrimination.

Task requires texture perception and discrimination.

Task requires odor perception and discrimination.

Approved: _____ Date: _____
Human Resources Director

Approved: _____ Date: _____
Community Services Director

Received by: _____ Date: _____
Employee