



## City of Irving Job Description

### Internal Communications Coordinator

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<b>FLSA Status:</b>	EXEMPT	<b>Job Department:</b>	Communications
<b>Job Code:</b>	06281	<b>Reports To (Job Title):</b>	Communications Director

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#### **PURPOSE**

Through the strategic use of communication, media, photography and other tools, it provides oversight for various cross-departmentally created internal communication. Further, this position assists with organization-wide internal events. This role is essential to the dissemination of accurate and timely city information to internal and key external publics, thereby increasing employee awareness, organization visibility, and enhancing the synergy of outgoing messages from leadership, elected officials and the city at-large.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

- Oversee all employee communication, which includes print, intranet and digital publications.
- Assist with the planning and execution of the city's communication program through publications and internet.
- Draft speeches for staff, executives and elected officials.
- Assist Human Resources Department with communication related to employee special events.
- Handle information that is confidential and/or sensitive in nature.
- Create and disseminate information to internal and external stakeholders during inclement weather/crisis communication scenarios.
- Employ interviewing skills to gather and analyze data from leadership and staff.
- Recommend ways to present issues that are complex, controversial and sensitive into public-friendly language in written or oral formats.
- Represent the organization by conducting presentations for internal and external customers, professional organizations, City Council and resident groups.
- Research and develop content for leadership communications to include internal and external speaking engagements, talking points for media, bylined articles and op-ed pieces.
- Review and approve content developed for media by city staff to ensure accuracy, clarity and consistent messaging.
- Work with counterparts at external organizations to secure statements, photos and information.
- Work with external communication consultants to develop information for dissemination to media. Write, edit and proofread executive communications as well as content for internal/external newsletters and special publications (e.g., brochures).

#### **OTHER DUTIES AND RESPONSIBILITIES**

- Assist in the coordination of employee special events.
- Assist with the development of Strategic Plan goals for the Communications department.

- Assist with the production of content for regular city-generated communications (City Spectrum, employee newsletter, internal digital communications).
- Develop and present communication-related curriculum for internal training purposes.
- Make recommendations for communication initiatives that serve to positively impact organization morale and external perception of organization.
- Oversee other communication-related projects as necessary.
- Provide logistical support, as well as fulfill the communication needs, for special events.
- Provide presentation support for mayor, city council, city manager and other leadership team members.
- Operate a motor vehicle when necessary.

## **SUPERVISORY RESPONSIBILITIES**

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-3 employees on any given project.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

Minimal

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Bachelor's degree from an accredited four-year college or university in communications, journalism or related field.

### **EXPERIENCE**

- Four (4) years of professional experience in communications and/or marketing.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, may be required.

### **KNOWLEDGE OF**

- Command of principles of The Associated Press Stylebook.
- Media processes to include techniques and strategies for obtaining media coverage.
- Office software: Use of current office software, to include word processing, presentation, spreadsheet and database programs.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- Sales and marketing principles involved in communication.

- A/V Operations: Set-up, arrangement and breakdown of audio/visual equipment.
- Superior knowledge of the English language structure, content and grammar principles.
- Visual communication principles.

## **SKILLS AND ABILITIES IN**

- Flexibility: Adapting to changing priorities, based on city happenings and media requests.
- Discretion: Handling information that is confidential and sensitive in nature in a responsible manner that is mindful of privacy and likely consequences.
- Efficient Typing: Accurately entering information using a computer keyboard at 60-plus words per minute.
- Advanced Digital Photography Skills: Operating advanced photography equipment.
- Continual Learning and Reading Comprehension: Working with new material or information, as well as complex subject matter, and understanding their implications.
- Lead Coordination: Coordinating the actions of other team members to complete projects.
- Cooperation and Interpersonal Skills: Establishing positive working relationships with all levels of personnel to include leadership, elected officials and external guests.
- Creativity: Developing innovative ideas and identifying creative angles about a given topic or situation.
- Composure under Duress: Remaining composed and able to make sound decisions during stressful or sensitive circumstances.
- Information Organization: Structuring and classifying multiple pieces of information from multiple sources.
- Accuracy: Keenly paying attention to detail with numbers and words.
- Maintain Current Knowledge: Reading, analyzing and interpreting general business periodicals, professional journals, technical procedures or government regulations.
- Self-Management: Working, with or without supervision, with an awareness of priorities.
- Multi-Setting Oral Expression: Communicating information and ideas when speaking so that others will understand in group settings or on camera (as needed).

## **GUIDANCE RECEIVED**

### **General Standards**

A range of professional standards and methods guide completion of assignments and decisions made. Adherence to policy, City procedures and general supervisory direction is expected. Position incumbents are responsible for making recommendations about changes to methods, procedures and policies and helping to implement changes.

## **CONTACTS**

The employee in this role will build and maintain relationships with local, and web-based media contacts/companies; organization customers (e.g., community members; leaders); communication counterparts at external organizations and other municipalities. This position will work with elected officials, executive level management, department directors, and employees.

## **EQUIPMENT AND PROPERTY**

This position utilizes advanced digital camera, desktop computer and laptop, and Audio/Visual equipment.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.\*

The employee is constantly required to drive vehicle, lift up to 25 pounds, listen, push or pull, reach, see, sit, stand, talk, and walk. The employee must be able to lift up to 20 pounds for set-up and break down of audio/visual equipment and media banner. S/he must also be able to operate a motor vehicle for travel to external events and be able to stand for long periods of time at special events.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The noise level in the work environment usually is low. The work environment is an office work space that is extremely fast-paced and creative, and subject to interruptions. Sometimes, work will need to be performed outdoors.

\* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.