

**CITY OF COMMERCE
MEDIA SPECIALIST**

Class Title:

Media Specialist

Class Code:

1120

FLSA: EXEMPT

THE POSITION

Under general supervision, provides journey level professional duties in support of public information programs, including developing special media and marketing materials for the City of Commerce's Public Information Office (PIO) to provide accurate, timely and accessible information about the City, and public awareness of City programs.

EXAMPLE OF DUTIES

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

- Develops information and public statements to ensure that the City's key messages reach the internal and external customers; writes, edits and disseminates press releases, speeches, newsletters, bulletins, information packages and public service announcements.
- Composes communications on a wide variety of subjects requiring knowledge of City procedures and policies; creates media articles, technical documents, special reports and other communications including various social media platforms.
- May serve as City Spokesperson to provide public information and promote public awareness of City programs and events, as assigned by PIO.
- Develops Cable Television (CTV) programming materials and scripts; develops multimedia communications projects and assists with CTV program production as needed.
- Conducts and coordinates assigned projects, research studies, surveys and special events; analyzes and interprets data and communicates results.
- Tracks, researches and analyzes municipal statistics, legislation and public policy issues to develop recommendations for program development and public position statements.
- Assists in the development of media strategies for City programs and departments; places stories in media outlets, and participates in interviews with the media; coordinates with media representatives to promote the City's image; responds to inquiries from news media and City departments.
- Designs, develops and edits public communications and promotional materials utilizing a variety of media; attends meetings to collect information and encourage effective communications; maintains program records and files; prepares special and recurring reports.
- Ensures the absolute confidentiality of work-related issues, personnel records and City information.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

Bachelor's degree from an accredited college or university with major coursework in journalism, communications, public relations, advertising, marketing, or a closely related field.

AND

**CITY OF COMMERCE
MEDIA SPECIALIST**

Two (2) years of experience in journalism, communications, and public relations. Public sector experience is desirable.

LICENSES, CERTIFICATES AND SPECIAL REQUIREMENTS

Required Licenses or Certifications:

Must possess a valid California driver's license and safe driving record.

REQUIRED KNOWLEDGE OF

- City organization, operations, policies and procedures.
- Current principles, techniques, and objectives of marketing, public information, media relations and community relations programs.
- Professional journalistic methods, including research, publication and presentation.
- Current legislative, political, and economic trends in State and federal governmental activities.
- Print and broadcast media information outlets and resources, and regional community service programs.
- Methods and techniques used in the development and production of video projects.

REQUIRED SKILL IN

- Developing mass communications programs and strategies.
- Communicating effectively with other employees, members of the media, other agencies, and the public.
- Preparing and presenting information for diverse audiences.
- Assessing and prioritizing multiple tasks, projects and demands.
- Operating a personal computer utilizing standard and specialized software.
- Establishing and maintaining effective working relationships with other City employees, public officials, government agency representatives, and the public.
- Effective verbal and written communication.

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by employees 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, the employee is regularly required to sit; talk and hear; use hands to manipulate, handle, feel or operate objects, tools or controls; reach with hands and arms; and perform repetitive movements of hands or wrists. The employee is regularly required to bend and twist at the neck, reach with hands and arms. Occasional overhead reaching and lifting up to 20 pounds unaided is required. Specific visual abilities required for this job include close vision, distance vision, and the ability to adjust focus.

Work Environment

Work is performed indoors in a standard office environment.