

CITY OF BONITA SPRINGS

JOB TITLE:	Community Relations Specialist
DEPARTMENT:	Communications
REPORTS TO:	Communications Director
ROLE & LEVEL:	T4
FLSA STATUS:	Non-Exempt
STARTING PAY:	\$18.44/HR

WORK OBJECTIVE:

Under the supervision of the Communications Director, plans and executes city events, assists in City communications and social media. Responsible for press releases, public service announcements and event sponsorships. Assists in development of materials for community outreach and City events. Supports the Communications Department in all forms of communication include web and internet.

EXAMPLES OF ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Compiles estimated costs and submits requisitions for events
- Assists with special events bids and contracts
- Plans and executes city events
- Manages event budgets
- Implementation of all special events by maintaining supplies, inventory, and equipment for events
- Coordinates with volunteers and committee members
- Liaison to planning committees
- Develop sponsorship connections to build event budgets
- Prepares reports and assists with managing special events revenues
- Ensures compliance with all necessary regulations and coordinates permitting for special events
- Ensures that payment is made to bands, entertainment, sound, catering, vendors, beverages, security, etc.
- Works to develop printed materials
- Coordinates ribbon cutting ceremonies for newly constructed facilities
- Maintains an updated media list
- Assists in creating external marketing and communications programs that promote awareness of organizational goals and activities to citizens and community leaders
- May attend meetings of various community organizations, in the absence of the Director, to keep informed of external issues and activities that may be relevant to the City

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- Provides administrative support to the director by providing information to the City Council, the media, other agencies, and the public regarding the programs, services, issues, and policies of the City
- Maintains files and inventory of photographs; responds to requests for photograph copies and reproduces photographs upon request
- Takes photos at City Council Meetings and Events
- Assists with city social media platforms.
- Prepares reports or memoranda to make recommendations related to City facilities, programs, or special event related issues

MINIMUM QUALIFICATIONS:

Associates Degree communications, marketing or related; supplemented by 4 or more years' experience in community relations and/or working with the media; or an equivalent combination of education, certification, training and/or experience.

- Possession of a valid State of Florida driver's license required

KNOWLEDGE, ABILITIES, AND SKILLS:

- Knowledge of special events planning to include organization, press releases, and revenue collection
- Knowledge of bids, contract preparation, and proposals
- Ability to effectively use computer applications, word processing, desktop publishing, graphics and Internet systems to perform assigned duties
- Ability to establish and maintain effective and cooperative working relationships with those contacted in the course of work
- Ability to organize work for timely completion
- Ability to follow complex oral and written instructions
- Ability to communicate effectively orally and in writing
- Ability to work a flexible schedule including nights, weekends, and some holidays
- Skilled in organizational methods and time management
- Skilled at paying attention to detail

PHYSICAL REQUIREMENTS:

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 20 pounds). Tasks may involve extended periods of time at a keyboard or work station.

ENVIRONMENTAL REQUIREMENTS:

Tasks are regularly performed with exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

SENSORY REQUIREMENTS:

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Tasks require sound and visual perception and discrimination. Tasks require oral communications ability.

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The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The City of Bonita Springs is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, The City of Bonita Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand this classification description and hereby certify that I am qualified to perform this job, with or without reasonable accommodation.

Name (print)

Supervisor's Name (print)

Employee Signature

Supervisor's Signature

Date

Date