

EXHIBIT A



CLASS SPECIFICATION

CLASS TITLE: COMMUNITY RELATIONS AND MEDIA ANALYST

DEFINITION:

Under general direction, the Community Relations and Media Analyst coordinates, analyzes, and implements communication plans and media strategies. The Community Relations and Media Analyst performs complex professional, technical, and administrative support in internal and external information efforts. The Community Relations and Media Analyst delivers high quality communication services; executes accessible and transparent media campaigns and maintains compliance with applicable state and federal laws and regulations; ensures the execution of the City's vision of open government communications.

DISTINGUISHING CHARACTERISTICS:

This classification is a journey level class in the Community Relations and Media work group. Incumbents are expected to work independently and understand changing practices, programs and policies. Employees at this level receive only occasional instruction and are expected to be fully aware of the operating procedures within the work unit.

SUPERVISION RECEIVED AND EXERCISED:

General direction is provided by the Community Relations and Media Manager or designee. May provide direct and indirect supervision to professional, technical and clerical staff, as well as contractors.

EXAMPLES OF DUTIES:

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

- Create, curate, schedule and manage content for the City's social media accounts, including video. Assist with the planning and development of social media and multimedia strategies for City branding, programs, activities and services; foster public awareness of available services, programs and events. Interact with community questions and comments when necessary. Stay current and forward thinking on new social media tools, platforms and best practices.
- Coordinate and/or prepare announcements, press releases, news articles, presentations, and public information videos in appropriate mediums. Track content of interest to the City of Napa.
- Analyze the City's performance in communication areas and identify opportunities to improve engagement with the community. Conduct public opinion research and surveys. Understand and participate in strategies for increased transparency.
- Develop, implement and administer marketing and outreach plans for community engagement, including social marketing campaigns, training and education, and multi-media promotional materials.
- Stay aware of trends in the industry, adjusting the City Communication Plan accordingly.
- Advertise, plan, coordinate special events and develop additional outreach opportunities to inform the public of City services.
- Support Emergency and Disaster communications and dissemination to the media. Coordinate with the City Manager's Office, City Emergency Operations, and other departments. May act as the Public Information Officer in place of the Community Relations and Media Manager when necessary.

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- Develop positive working relationships with City departments and representatives to ensure understanding and connection opportunities for improved community information, as well as internal communication pipeline.
- Perform related duties as assigned.

QUALIFICATIONS:

Knowledge of:

- Principles, techniques, and methods of public information, marketing and community relations.
- Basic research and analysis methodology and techniques.
- Techniques and strategies for preparing, producing and disseminating information to a variety of audiences and through various and ever-changing digital mediums.
- Current social media and online communication applications and the technical capabilities of each application to disseminate information.
- Accepted principals, techniques and practices of local government administration including organization, planning, work measurement, budget development and monitoring, personnel, evaluation and supervision to staff.
- General City functions, issues, and operations as well as applicable laws and ordinances related to the work.
- Oral and written communication skills; business English including vocabulary, spelling, and correct grammatical usage and punctuation.
- Safe work practices.
- Principles and practices of excellent customer service.

Ability to:

- Develop, design, and produce public relations and marketing materials.
- Compose social media posts, news articles, speeches, radio and TV scripts, newsletters, reports and letters.
- Independently research, analyze and make effective recommendations on procedures and problems.
- Respond to community and media requests in a courteous, timely, and effective manner.
- Elicit community and organizational support for assigned programs and projects.
- Communicate effectively orally and in writing as appropriate for the needs of the audience.
- Prepare comprehensive reports and proposals.
- Exercise sound, independent judgment and discretion; manage diverse and complex programs and/or projects as assigned.
- Work with and maintain confidentiality of information.
- On a continuous basis, sit at desk for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.
- Operate and use modern office equipment and technology, including computers and applicable software.
- Meet deadlines and work effectively in a fast-paced environment.
- Utilize appropriate safety procedures and practices for assigned duties.
- Establish and maintain effective working relationships with a variety of people contacted in the course of work.
- Contribute effectively to the accomplishments of City goals, objectives and activities.

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Education and Experience:

Any combination of education, experience, and training that would provide the best qualified candidates. A typical way to obtain the knowledge, skills, and abilities would be:

Two (2) years of broad and increasingly responsible experience in journalism, public information, or public relations. Experience in government communications is preferred.

Equivalent to a bachelor's degree from an accredited college or university with major course work in journalism, marketing, communications, public relations or a related field.

Special Requirements:

Possession at time of hire and continued maintenance of a valid California Class C driver's license is required. Willingness to travel to various locations within and outside the City limits and work flexible hours as needed.

Employment Type: Full-Time Classified

Bargaining Unit: AMPX

FLSA Status: Exempt

Established: TBD