



*The City Beautiful*

## **City of Coral Gables Job Description**

**Job Title:** Public Affairs Specialist  
**Department:** Public Affairs  
**Classification:** 0616  
**Pay grade:** 22E  
**FLSA:** Exempt

**Prepared Date:** 2/06  
**Approved By:**  
**Approved By:**

### **Summary**

This is responsible supervisory, journalistic and public relations work in preparing, writing, and assisting in the coordination of an extensive program of public information, publicity, television programs, web site content, and news writing. Work involves planning, coordinating and supervising the publication of the annual report, employee newsletter, brochures, pamphlets, special events and reports. Work includes gathering, writing, and editing material to be released to newspapers, broadcasting media, periodicals and the general public. Work requires the exercise of some independent judgment and initiative. Work is reviewed through conferences and evaluation of results achieved. Reports to the Department Director.

### **Essential Duties and Responsibilities**

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Assists in supervising production of the annual report, employee newsletter, brochures, pamphlets, city guides, and special reports.

Researches, writes, and edits accurate, meaningful, and readable copy for city publications and city web site.

Assists in developing a complete program of public information and its dissemination.

Supervises the production of graphic design work for publications.

Coordinates distribution of city publications.

Coordinates media advertising placement and content.

Writes, photographs and produces slide and video presentations.

Distributes assignments and establishes a timetable for completion.

Responds to public inquiries.

Develops operational guidelines and composes formats for the employee newsletter, brochures, and pamphlets.

Performs other related tasks as required.

### **Knowledge, Skills, and Abilities**

Knowledge of research techniques, sources, and availability of information. Knowledge of journalistic principles and practices, and the techniques of composing and editing publicity material. Knowledge of English usage and the requirements of press and media broadcasts. Knowledge of Spanish language is also preferred. Knowledge of modern office practices and procedures. Some knowledge of typography and graphic design. Ability to write and assemble interesting and informative articles, news releases, pamphlets, reports, brochures, and related publicity materials. Ability to establish and maintain effective working relationships with the general public, co-workers, elected and appointed officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, political affiliation or sexual orientation. Skill in the use of photographic and video equipment. Ability to supervise the work of others in a manner conducive to full performance and high morale. Ability to establish and maintain effective working relationships with subordinates, co-workers, officials, and the general public. Ability to work some evenings and/or weekends as necessary.

### **Physical Requirements**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, hands to fingers dexterity, handle, feel or operate objects, read and write English. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copiers and fax machines. Work is predominately indoors within a usually quiet to moderately noisy environment. Considerable amount of time is spent using a computer. Must be able to lift, carry and or push articles weighing up to 20 lbs. Nature of business requires incumbent to occasionally be available after normal business hours.

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

### **Minimum Education and Experience**

High school diploma or equivalent.

Bachelor degree from an accredited four-year college in communications, journalism, marketing or other related field.

Minimum two years experience in news writing, public relations or special event planning.

Bi-lingual; English/Spanish preferred.

A comparable amount of training or experience may be substituted for the education requirement.