City of Rapid City
Job Description

<table>
<thead>
<tr>
<th>Job Title</th>
<th>City Communications Coordinator</th>
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<tr>
<td>Job Code:</td>
<td>CCCO</td>
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<tr>
<td>Pay Grade:</td>
<td>19</td>
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<tr>
<td>FLSA Status:</td>
<td>Exempt</td>
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<td>Date Revised:</td>
<td>12/10/2020</td>
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**General Summary:** This position is responsible for developing, coordinating and directing public relations activities including media relations, internal and external communications and public affairs for the City. This role provides support as needed to City departments.

**Essential Duties and Responsibilities:**

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.*

- Develops, implements, and maintains a comprehensive communications strategy for the City of Rapid City to keep the public and media informed of City programs, achievements, and services.
- Coordinates as necessary with public safety and emergency management personnel on related matters.
- Coordinates effective communication among City departments and employees, elected officials, news media, and other appropriate entities.
- Represents the City of Rapid City to the media and public on a variety of issues including new or ongoing projects, topics, and issues.
- Assists with media-related inquiries. Coordinates with other designated communications personnel within City Departments regarding such inquiries.
- Plans and implements the City of Rapid City’s public relations strategies, policies, and procedures.
- Organizes, publicizes, and directs press conferences and events. Creates and distributes fact sheets, news releases, and related collateral material.
- Researches and writes internal and external communications such as newsletters, letters of greetings, proclamations, etc. Develops contacts and relationships with media representatives. Maintains database of public relations contacts.
- Attends public meetings as required.
- Develops ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of the City of Rapid City and its services.
- Creates, manages, and implements a comprehensive social media program to support and communicate the City’s activities, initiatives, and messages. This may include direct content management of some portions of the City’s website and assistance with the management of individual department pages and other social media sites.
- Assists and coaches other staff with public speaking engagements, presentations, and preparation of articles for publication.
- Advises respective City management on community relations projects and activities.
- Performs other such duties and functions as are necessary or incidental to the proper performance of this position.
Qualifications:

Education and/or Experience:

Bachelor’s degree from four-year college or university in marketing, journalism, public relations, communications, business or public administration, political science, or related field with management and leadership experience in communications, public relations, or government affairs and two (2) years experience working both independently and collaboratively in public information and community involvement; or any such combination of education, experience, and training as may be deemed acceptable to the hiring authority.

Certificates, Licenses, Registrations:

Must possess a valid South Dakota driver’s license or ability to obtain within 30 days from date of hire.

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally may be exposed to precarious places or toxic or caustic chemicals. The noise level in the work environment is usually moderate.

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

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee may frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

This position is considered to be essential personnel in times of emergency. The incumbent will be provided a City issues cell phone and will be expected to be at the Emergency Operations Center and available during emergency situations.