



Job Title:	Public Information/Special Projects Coordinator	Department/Loc:	Administration
FLSA Classification:	Exempt	Date Drafted:	December 2024
Reports To:	City Administrator		

Position Summary

The Public Information and Special Projects Coordinator will be responsible for performing a variety of activities to facilitate effective communication with the public and the completion of special projects, including activities involving data collection and analysis, event management, public outreach and education, and other administrative functions. This position will also be responsible for all aspects of the City’s social media.

Position Responsibilities - Essential

This list of tasks is illustrative ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

- Manages media relations to include preparing and distributing press releases, fact sheets and editorials.
- Responsible for social media postings, website and photography coverage.
- Responds to media inquiries, arranges interviews, and press conferences.
- Responds to citizen inquiries about City events, activities and departments in person, over the phone, and on social media.
- Produces City publications to include designing and writing copy.
- Remains abreast of all city-related stories being reported in the media, maintaining and cultivating relationships with members of the local media as well as community leaders in the city and county.
- Establishes and maintains a thorough understanding of City functions, activities, programs and plans through direct contact with the City Administrator, Department Directors, other City staff, public officials and the public.
- Ensures City website is maintained and updated regularly.
- Prepares and conducts meetings, including some public meetings.
- Attends workshops/training for associated job functions when approved by City Administrator.
- Attends City meetings and events outside of regular business hours when required.
- Coordinates projects and other administrative activities as assigned by the City Administrator.
- Communicates official plans, policies and procedures to staff and the general public.
- Assures that assigned areas of responsibility are performed within budget.
- Performs cost control activities.
- Determines work procedures, analyzes work schedules and expedites workflow; studies and standardizes procedures to improve efficiency and effectiveness of operations.
- Participates in safety training, makes suggestions as necessary; serves on inspection teams when appropriate. Works according to good safety practices as posted, instructed and/or discussed. Follows safety rules and regulations and uses personal protective equipment.

- Maintains prompt and regular attendance; adheres to City policies and procedures regarding absences and tardiness.
- Creates and implements strategies, programs and incentives to encourage the annexation of areas into the corporate limits of the City of Forest Acres.
- Manages the budget and distribution of Hospitality Tax grant funds including accepting and reviewing grant applications, preparing reports and information for the City Administrator and working with applicants for grant reimbursement.

Position Responsibilities - Non-Essential/Other

- Serves as a member of various staff committees as assigned
- Serves as staff liaison to various boards and commissions as assigned
- Other duties as assigned

Essential Skills and Experience

- Graduation from an accredited four-year college or university with a degree in journalism, public relations, or an equivalent bachelor’s degree.
- Three (3) years experience in public relations; or any equivalent combination of training, education and experience which provides the required knowledge, skills and abilities.
- Knowledge of the news industry and the local media market.
- Knowledge of basic math skills and understanding of area geography.
- Knowledge of City functions, activities, programs and plans.
- Knowledge of graphic design programs and concepts.
- Ability to communicate effectively both orally and in writing.
- Ability to organize work and multi-task.
- Ability to create graphic designs.
- Ability to use computers and various software programs, to include Word and Excel.
- Ability to maintain a high level of confidentiality.
- Ability to pass a SLED/FBI background check through fingerprint submission
- Skill in the operation of the listed tools and equipment:
 - a. Personal computer, including word processing, Excel, PowerPoint and Publisher
 - b. Motor vehicle
 - c. Calculator
 - d. Phone
 - e. Standard office equipment
 - f. Measurement tools and other related equipment

Mental & Physical Demands- ADA Guidelines

Physical Demands

• Sit	Frequently	• Reach Above Shoulder	Frequently
• Walk	Frequently	• Climb	Occasionally
• Stand	Frequently	• Crawl	Occasionally
• Handling	Frequently	• Squat or Kneel	Occasionally
• Reach Outward	Frequently	• Bend	Occasionally

Lifting Requirements

- 10 pounds or less Frequently
- 11-20 pounds Occasionally
- 21-50 pounds Occasionally
- 51-100 pounds Occasionally
- >100 pounds N/A

Pushing and Pulling Requirements

- 12 pounds or less Frequently
- 13 to 25 pounds Occasionally
- 26 to 40 pounds Occasionally
- 41 to 100 pounds Occasionally
- > than 100 pounds N/A

Definitions

- **N/A** Not Applicable Activity is not applicable to this occupation
- **O** Occasionally Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
- **F** Frequently Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
- **C** Constantly Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

ENVIRONMENTAL HAZARDS:

The job risks exposure to no known environmental hazards.

SENSORY REQUIREMENTS:

The job requires normal visual acuity, depth perception, and field of vision, hearing, speaking, and color perception.

The City of Forest Acres has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent an expressed or implied contract of employment nor does it alter your at-will employment, and the City reserves the right to change this job description and/or assign tasks for the employee to perform, as the City may deem appropriate.

Print Employee Name	Employee Signature	Date Signed
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Print Manager/Supervisor Name	Manager/Supervisor Signature	Date Signed
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