

**CITY OF POMPANO BEACH
CLASS DESCRIPTION**

JOB CODE 213

PUBLIC COMMUNICATIONS SPECIALIST II

GENERAL

This is highly responsible, technical public relations work to coordinate, design and implement publications, activities and materials such as the city magazine, newsletters, brochures, posters, flyers, signs, mailers and banners. Perform at a professional staff level to research projects and initiatives from development to design to implementation and analysis of results. This work involves professional graphic art, design and photography for various projects. Work is performed under the direction of the Public Communications Director.

EXAMPLES OF ESSENTIAL DUTIES

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position)

- Creates, develops and implements all aspects of the City magazine for content, layout, design, format, illustration, advertising and distribution.
- Photographs city events and programs to be used for publications, web site and city television station.
- Plans, develops and designs promotional materials for city programs and events.
- Provides other city departments with graphic art for publication services such as newsletters, brochures, posters, flyers, signs, mailers and banners.
- Creates camera-ready artwork on computer using desktop publishing programs.
- Coordinates with magazine advertisers for size requirements, design, and billing.
- Organizes and coordinates promotional items with outside vendors in accordance with established City procedures.
- Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of functions relevant to the principals and techniques of graphic art, designs, layout and processes, advertising concepts, promotions and media applications.
- Knowledge of publishing and design software programs and applications.
- Ability to operate various photography equipment.
- Ability to clearly communicate information both verbally and in writing with clarity and accuracy.
- Skill in the utilization of various specialized computer programs and software such as Adobe InDesign, Photoshop, Illustrator, QuarkXpress, PowerPoint.

- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials, regulatory agencies and personnel and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, sexual orientation or political affiliation.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university with major coursework in graphic design, marketing, journalism, or related field; supplemented by two to three years responsible experience in the publication of marketing materials within a similar public organization; or an equivalent combination of education, training and experience.

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 the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine.

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

SPECIAL REQUIREMENTS

Possession of a valid, appropriate driver's license and an acceptable driving record.

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Work Location: Public Communications Office
Bargaining Unit: Non-Bargaining
FLSA: Non-Exempt
Classification Plan: 50/24
GERS: Regular Class