



**City of Laguna Niguel  
Job Description**

**COMMUNICATIONS OFFICER**  
Confidential Unit  
FLSA: Non-Exempt

**DEFINITION**

Under general direction of the Assistant City Manager, the Communications Officer develops communications, marketing and community relations programs and information for the City; promotes the City's image by raising the level of public awareness of City operations and services; writes, edits and designs a variety of public information materials; acts as the City's initial point of contact for all media relations.

**SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction and supervision from the Assistant City Manager.

**EXAMPLES OF IMPORTANT DUTIES AND RESPONSIBILITIES**

*Important responsibilities and duties may include, but are not limited to, the following:*

- ◆ Organizes communication activities to foster public understanding of City goals, policies, programs and services;
- ◆ Provides various forms of media to keep the public informed;
- ◆ Develops materials to be presented to the press including press releases and feature articles on various City services;
- ◆ Develops and disseminates information for special events and other programs of City and public interest;
- ◆ Facilitates the accurate and full coverage of City issues by the news media;
- ◆ Takes photographs for publications, audiovisual presentations and public displays;
- ◆ Assists with the organization of public information in the event of a local disaster;
- ◆ Assists with development of the content and design of City publications, including informational booklets, pamphlets and fliers;
- ◆ Assists with development of content on the City's website and ensures all information is current and continuously updated;
- ◆ Develops policies and procedures for media relations and dissemination of information to the public;
- ◆ Consults with staff and elected officials in the preparation of speeches and letters on behalf of the City;
- ◆ Assists with coordination and planning of special events ceremonies and City functions;
- ◆ Develops and implements methods and materials to promote special events sponsored by the City or its departments;

- ◆ Coordinates assigned activities with other City departments;
- ◆ Prepares, maintains, files and disseminates a listing of media contacts, including names, addresses, email, phone and fax numbers;
- ◆ Maintains files of newspaper articles and other related media clippings;
- ◆ Logs and maintains files of City press releases;
- ◆ Maintains a photo library of City events and personnel;
- ◆ Monitors news coverage and/or public information regarding the City or pertinent to City activities; and
- ◆ Performs related duties as assigned.

### **QUALIFICATIONS**

#### **Knowledge of:**

- ◆ Organization and functions of local government and municipalities.
- ◆ Media and public relations principles and practices.
- ◆ Media tactics, including basic interview techniques and preparation.
- ◆ Current English usage and journalistic styles, both for broadcast and print
- ◆ Organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.
- ◆ Modern office practices, methods and computer equipment and related programs.
- ◆ Basic photography and related equipment.
- ◆ Safe driving principles and practices.
- ◆ City's Emergency Operations Plan.

#### **Ability to:**

- ◆ Prepare clear and concise administrative reports.
- ◆ Communicate clearly and concisely, both orally and in writing.
- ◆ Write in a variety of formats, including, but not limited to print and broadcast press releases, video and audio scripts, business and professional letters, speeches and articles.
- ◆ Review, proofread, edit and verify written materials for accuracy and adherence to policies and procedures.
- ◆ Prioritize tasks to meet deadlines.
- ◆ Gather and verify news information through interview, observation and research.
- ◆ Accurately interpret policies and procedures to provide and clarify information;
- ◆ Write copy for public service announcements, news releases or other public information.
- ◆ Establish and maintain cooperative working relationships with those contacted in the course of work, including City and other government officials, community groups, the general public, and media representatives.

**Experience and Training:**

*Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Three years of experience in an administrative capacity involving regular contact with elected/appointed officials and/or media representatives.

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

**Licenses:**

Possession of, or ability to obtain, a valid California Driver's License.

**PHYSICAL DEMANDS**

*The physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation 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 sit, talk, and hear; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to stand; walk; stoop, kneel and crouch.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**WORK ENVIRONMENT**

*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.*

The noise level in the work environment is usually quiet.