

**CITY OF ELKINS, WEST VIRGINIA
JOB DESCRIPTION**

**JOB TITLE: EXTERNAL AFFAIRS SPECIALIST
CITY CLERK DEPARTMENT**

GENERAL STATEMENT OF JOB

Under direct supervision, performs a variety of tasks related to information collection and distribution. Work involves completing assigned tasks in a timely manner with a high level of attention to detail. In addition, provides administrative support to the Mayor and the City Clerk. Work may be of a sensitive nature. Reports to the City Clerk.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Serves as point of contact with the external community and press for general City information or as otherwise directed by supervisor.

Receives, processes, verifies and redistributes appropriate and accurate information to the general public and press.

Drafts frequent news articles, blog posts and other content for public dissemination in print and electronic media formats.

Creates project specific press releases, speeches and official talking points.

Assists with coordination, promotion and documenting of City events, activities and projects.

Collaborates to draft, proof, and edit all fliers, pamphlets, brochures and other documents intended for distribution by the City to provide consistent and professional information for the public's use.

Incorporates branding into City media and other materials.

Participates in promotional events and trainings as the City's representative.

Regularly prepares newsletters to City employees to inform of City activities, as well as matters related to employment.

Works in conjunction with the Emergency Communications Administrative Team to produce messaging in response to emergency situations.

Maintains confidentiality of privileged and sensitive information related to City business and personnel matters.

Initiates telephone calls; answers telephone; screens and directs calls; takes and relays messages.

Performs administrative and secretarial work for the Mayor, including but not limited to,

TITLE: EXTERNAL AFFAIRS SPECIALIST

scheduling appointments and maintaining calendars, making travel arrangements and composing correspondence.

Processes daily incoming and outgoing mail. Orders, stocks and issues office supplies for the Mayor, Council and City Clerk.

Distributes, receives and assists in the completion of event request forms, sound system applications and solicitor's licenses.

Operates a variety of computer software and hardware and other routine office equipment necessary to perform job functions.

Performs Notary Public duties as requested.

Gathers articles, or other relevant print materials, for City scrapbook and maintains the same.

Provides administrative support to the City Clerk, including but not limited to, posting notices, distributing council packets, and occasionally taking and transcribing minutes.

Interacts effectively and professionally with co-workers, elected and appointed officials, the media, vendors and the general public.

Attends training and meetings as necessary to maintain and enhance job knowledge and skills.

ADDITIONAL JOB FUNCTIONS

Assists with special projects as assigned.

Performs related work as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a bachelor's degree in English, Journalism, Public Relations or other related field supplemented by a minimum of two years of experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Must possess a valid West Virginia driver's license.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of office machines including computers, calculator, copier, etc. Must be able to exert light physical effort in light work, which may involve lifting, carrying, pushing and/or pulling of objects or materials up to ten pounds. Tasks may require extended periods of sedentary work and occasional periods of standing or walking.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or

TITLE: EXTERNAL AFFAIRS SPECIALIST

exchange information. Includes receiving instructions, assignments, and/or directions from supervisor.

Language Ability: Requires the ability to read a variety of correspondence, reports, forms, etc. Requires the ability to prepare a variety of correspondence, reports, forms, etc., using proper formats and conforming to all rules of punctuation, grammar, diction and style. Requires the ability to speak to people with poise, voice control and confidence and articulate information to others.

Intelligence: Requires the ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagrammatic form; to comprehend and interpret received information; to deal with problems involving several concrete variables in or from standardized situations; and to comprehend and implement basic use of office equipment and machinery functions.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in Standard English.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape and visually interpret various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment; to operate motor vehicles.

Manual Dexterity: Requires the ability to handle a variety of items, such as keyboards, digital keypads, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Visual Acuity: Requires the visual acuity to determine depth perception, night vision, peripheral vision; preparing and analyzing written or computer data, etc.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

PERFORMANCE INDICATORS

Knowledge of Job: Has knowledge of the methods, policies and procedures of City pertaining to specific duties of the External Affairs Specialist. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Has the ability to comprehend, interpret and apply regulations, procedures and related information. Has knowledge of modern office practices and procedures. Is able to type and enter computer data with speed and accuracy. Is skilled in applying a high level of attention to detail as necessary in preparing reports and records. Is able to read and interpret various administrative materials pertaining to the responsibilities of the job. Is able to maintain records with accuracy and

TITLE: EXTERNAL AFFAIRS SPECIALIST

confidentiality. Has skill in the use of computers for data processing, word processing and records management. Knows how to operate and maintain a variety of office equipment as necessary in the performance of daily activities. Is able to perform basic mathematical computations with accuracy. Has the ability to offer assistance to co-workers and employees of other departments as required. Has the ability to use independent judgment as needed in performing routine tasks. Has knowledge of the terminology used within the department. Knows how to maintain effective relationships with co-workers, personnel of other departments, professionals and members of the public through contact and cooperation. Knows how to react calmly and quickly in emergency situations. Is able to perform duties effectively despite frequent interruptions. Has the ability to plan, organize and prioritize daily assignments and work activities. Has good organizational, technical and human relations skills. Has the ability to learn and utilize new skills and information to improve job performance and efficiency.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interacts within department and division, and with co-workers and the general public.

Quantity of Work: Maintains effective and efficient output of all duties and responsibilities as described under "Specific Duties and Responsibilities."

Dependability: Assumes responsibility for doing assigned work and meeting deadlines. Completes assigned work on or before deadlines in accordance with directives, City policy, standards and prescribed procedures. Accepts accountability for meeting assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends work regularly and adheres to City policies and procedures regarding absences and tardiness. Provides adequate notice to higher management with respect to vacation time and time-off requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountability. Strives to anticipate work to be done and initiates proper and acceptable direction for completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies problems or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches problems, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with City policy or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons within the department.

Relationships with Others: Shares knowledge with supervisors and staff for mutual benefit. Contributes to maintaining high morale among employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in

TITLE: EXTERNAL AFFAIRS SPECIALIST

order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules. Maintains a calendar for meetings, deadlines and events.

Safety and Housekeeping: Adheres to all safety and housekeeping standards established by the City and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly work place.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.