



COMMUNITY RELATIONS ANALYST I/II

Class specifications are intended to present a description of the range of duties performed by the classification. Specifications are not intended to reflect all duties performed. Classifications will perform other related duties as assigned.

Definition:

Under general direction, this position performs a wide variety of responsible administrative support for the Community Relations Division. The Community Relations Analyst participates in assigned administrative processes, procedures, and programs and is responsible to provide information and assistance to the public regarding the assigned programs and services. This position has duties that may require working on weekends, holidays and off hours.

Classification Characteristics:

Community Relations Analyst I: This is the entry level position and is distinguished from the Community Relations Analyst II by the performance of the less complex analytical functions and duties assigned within the series. The Community Relations Analyst I is typically used as a training class. Positions in this class are flexibly staffed and may advance to the Community Relations Analyst II level when training and experience is sufficient to perform at the full journey level. This position receives general supervision.

Community Relations Analyst II: This is the full journey level position in the Community Relations Analyst series. This class is distinguished from the Community Relations Analyst I by the performance of the full range of duties assigned including exercising independent judgment within established guidelines and regulations. Positions in this class are flexibly staffed and are normally filled by advancement from the Community Relations Analyst I level, or when filled from the outside, have prior experience. This position receives general direction and may receive technical and functional supervision from higher level staff.

Essential Functions:

- Participate in assigned administrative support functions including marketing and community relations; participate in coordinating and administering various specialized City programs to ensure public awareness and understanding.
- Assist with writing, design, layout, and distribution of press releases, media announcements and other City publications.
- Assist Webmaster with website updates, assist other departments with training, report issues, and troubleshoot technical problems as needed.
- Coordinate special events; arrange for audio visual equipment or other media as needed, and oversee work of vendors.
- Prepare, track and monitor the Community Relations Division budget.

- Collect, compile, and analyze information from various sources on a variety of specialized topics related to assigned programs; prepare reports that present and interpret data and identify alternatives; make and justify recommendations.
- Assist in coordinating on camera interviews and video production shoots.
- Write and edit press releases, news articles regarding City programs, and events for print and other electronic media and assist with preparation of public materials for presentation and distribution.
- Establish liaisons and disseminate information to media organizations, and community groups. Perform public speaking activities as needed.
- Maintain confidentiality when handling sensitive information.
- Attend City Council meetings to assist with audio visual needs.
- Prepare the scripting for the presentation of awards, commendations, and other special recognitions given by City Council.
- Receive and respond to complaints and questions from the general public related to assigned area of responsibility.

Community Relations Analyst I Qualifications:

Knowledge of:

- Methods and techniques of marketing, public relations, and special event planning.
- Principles and practices of research, journalism, graphic design, layout, and production.
- Social media platforms.
- Verbal and written communication skills including proper grammar.
- Research, program analysis, and report preparation.
- Modern office procedures, methods, computer and AV equipment operation.
- Pertinent Federal, State, and local laws, codes, and regulations.

Ability to:

- Recommend strategies to City departments, community groups and businesses to provide effective marketing, public information, and media relation techniques.
- Learn principles and practices of community relations and communication.
- Learn Federal, State and local laws, rules and regulations governing disclosure of information.
- Learn principles and practices of budget preparation and administration.
- Effectively communicate orally, in writing, and through the use of social media.
- Proficiency with current computer software program, including desktop publishing, and web page development.
- Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.
- Stay informed and aware of daily events affecting the City and its operations.
- Independently prepare correspondence and memoranda.
- Prepare clear and concise reports.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.

- Work day, evening, weekend, and holiday shifts as required.
- Exercise good judgment, flexibility, and sensitivity in response to customer inquiries and complaints.
- Establish and maintain cooperative working relationships with those contacted in the course of work, including City staff and the public.
- Maintain physical condition, audio-visual discrimination and perception, and mental capacity appropriate to the working conditions and the performance of assigned duties and responsibilities.

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:*

Experience:

One year of responsible administrative and analytical experience in marketing, communications, or media relations.

Training:

Equivalent to a Bachelor's Degree from an accredited college or university with major coursework in public relations, journalism, communications, marketing or a related field.

License or Certificate:

Possession of a California Class C Driver's License with an acceptable driving record.

Community Relations Analyst II Qualifications:

Knowledge of:

- Principles and practices of research, journalism, graphic design, layout, and production.
- Principles, practices and techniques of public relations, marketing and community affairs.
- Social media platforms.
- Principles and practices of budget preparation and administration.
- Verbal and written communication skills including proper grammar.
- Research, program analysis and report preparation.
- Modern office procedures, methods, computer and AV equipment operation.
- Pertinent Federal, State, and local laws, codes, and regulations governing disclosure of information and other related functions.

Ability to:

- Administer contracts with outside service providers.
- Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.
- Understand and follow oral and written instructions.
- Modern office procedures and equipment including computers.
- Communicate clearly and concisely, both orally and in writing.
- Work day, evening, weekend, and holiday shifts as required.
- Exercise good judgment, flexibility, and sensitivity in response to customer inquiries and complaints.

- Establish and maintain cooperative working relationships with those contacted in the course of work, including City staff and the public.
- Maintain physical condition, audio-visual discrimination and perception, and mental capacity appropriate to the working conditions and the performance of assigned duties and responsibilities.

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:*

Experience:

Three years of increasingly responsible administrative experience in marketing, communications and media relations used in the public sector.

Training:

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

License or Certificate:

Possession of a California Class C Driver's License with an acceptable driving record.

Working Conditions:

Work primarily in an office environment including sustained posture in a seated position for prolonged periods of time; standing and moving around work area. Subject to frequent interruptions and contact in person and on the telephone. Position requires grasping objects, repetitive hand movement and fine coordination including use of a computer keyboard. Speaking and acute hearing is required for responding to in-person and telephone inquiries. Vision is required for performing audio visual duties and normal office work. The need to lift and carry files and documents weighing up to 25 pounds is required. When working outdoors, may be exposed to heat and cold and the elements.