

 JOB DESCRIPTION	DEPARTMENT: ADMINISTRATION OCCUPATIONAL GROUP: NON-UNION			
TITLE: Communications Coordinator	FLSA STATUS Exempt	PAY GRADE 18	APPROVAL DATE 08/03/2017	APPROVED BY R. Townsend

SUMMARY

This position perform a variety of tasks related to servicing all internal and external customers; acts as a liaison between agency stakeholders and WCRC internal departments; and provides general administration services to the Administration Department and office staff by implementing Washtenaw County Road Commission systems, procedures and policies.

SUPERVISION RECEIVED

Reports and works under the direct supervision of the Managing Director. The Managing Director is consulted on difficult work problems and policy questions. Most of the duties are performed with independence according to established schedules, rules, regulations, procedures and practices. Work is checked upon completion through review of reports and work accomplished.

SUPERVISION EXERCISED

Provides direct supervision to Customer Relations Representative.

ESSENTIAL DUTIES AND FUNCTIONS

The job duties listed are typical examples of the work performed by this position. These examples do not include all of the duties which the employee may be expected to perform.

1. Serves as a Road Commission spokesperson as appropriate or as designated.
2. Plan and, when approved, execute useful publicity and/or public service projects. Regularly prepare and release to the media reports of formal actions of the Board and such timely public service notices as road closings, weight restrictions, etc.
3. Collaborate with WCRC departments to develop and update content on WCRC website and for external communications including social media, newsletters and other materials.
4. Serves as WCRC's webmaster keeping content up-to-date.
5. Research and prepare statements and other materials for the Board, the Managing Director or his designated staff members for outside presentations or publication.

6. Administers WCRC's public work order system, See Click Fix.
7. Plan, develop and implement marketing campaigns and communication strategies to promote awareness of the Road Commission's role to the general public, community organizations, employees and other target audiences.
8. Develop, design and coordinate the production and distribution of print, electronic, broadcast and other public relations and promotional media.
9. Coordinate special media materials such as news releases, feature stories, pictures or public relations or public service efforts and maintain appropriate files.
10. Obtain resource data, including where feasible results of Road Commission public relations or public relations or public service efforts and maintain appropriate files.
11. Manage all WCRC social media accounts (Facebook, Twitter, etc.) including daily monitoring, posting and content development.
12. Responsible for maintaining and updating public folder contact information for elected officials and media outlets.
13. Perform related duties as assigned.

EDUCATION

Possession of a Bachelor's degree from an ABET accredited university with a major in communications, journalism, public administration or related field.

EXPERIENCE

A minimum of three (3) years of progressively more responsible public and community relations experience with strong writing skills and innovative public relations ideas.

WORKING CONDITIONS

Duties require sufficient mobility to work in a normal office setting and use standard office equipment including a computer, vision to read printed materials and a computer screen and hearing and speech sufficient to communicate in person or over the telephone. Duties may require employee to exert up to 10 pounds of force occasionally, or a negligible amount of force frequently to lift, carry, push, pull or otherwise move objects.

KNOWLEDGE, SKILLS AND ABILITIES

All of the following, qualifications, knowledge, skills, and abilities (KSA's) are essential. An employee in this class, upon appointment, should have the equivalent of the following:

Knowledge of basic office management, principles, practices and procedures to efficiently conduct the business of the department.

Knowledge of computer skills utilizing Microsoft Office, WordPress, Adobe Creative Suites and email marketing programs such as MailChimp.

Knowledge of correct English usage, spelling and punctuation.

Knowledge of the organization and composition of business letters, memorandums, reports, charts and spreadsheets.

Knowledge of the policies, regulations, procedures and practices of the Road Commission to perform the work.

Knowledge and understanding of digital media and social media, especially Facebook and Twitter.

Skill in operating business computer and other standard office equipment.

Skill in establishing and maintaining effective working relationships with fellow employees, representatives of public and customers, vendors and the general public.

Skill in presentation, written and oral communication skills.

Ability to communicate effectively oral and written.

Ability to design and implement effective communication strategies.

Ability to interact positively and appropriately with employees; state, county, and local officials; and county residents from widely divergent cultural and socio-economic backgrounds, and with a wide range of levels of educational attainment and communication skills and styles.

Ability to prioritize workload and organize.

Ability to handle stress.

Ability to work independently.