



COMMUNICATIONS ANALYST

DEFINITION

Under limited supervision and general direction, conducts special studies and analyses of various operations, procedures and equipment; writes comprehensive and analytical reports and assists Department Directors, Division Managers and/or the City Manager with a variety of special projects.

SUPERVISION EXERCISED

May provide functional supervision over subordinate staff.

EXAMPLES OF DUTIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to this classification.

Answer inquiries from the public, both in person and over the phone, providing information regarding various city functions, policies, procedures and programs.

Research a variety of information sources, compile statistical and financial data for reports.

Oversee and maintain various websites such as the City's main website and other specific websites highlighting City projects and services.

Create and develop content for social media and maintain social media presence and engagement; track, manage and review content and data related metrics.

Assist the City Manager and Deputy City Manager by serving as the main point of contact for any public relations calls or inquires.

Assist with the development and coordination of a variety of emergency management plans, help identify needs for resource mobilization in the event of an emergency, and assist with communication support in a crisis situation.

Coordinate press release programs in conjunction with Department Directors; serve as the main point of contact for calls related to press releases.

Conduct special surveys and studies, including gather information from other cities and agencies.

Prepare policies, procedures, forms and practices related to marketing, communications and public relations in order to improve operations and efficiencies.

Participate in a variety of special studies; develop recommendations and prepare and present reports to committees, commissions, the City Council and/or City Manager.

Lead marketing projects; prepare marketing and public information materials and displays.

Analyze proposed legislation identifying impact on business, business/development, land use, zoning, employees and operations in the City and/or region; prepare letters of support/opposition.

Write letters, polices, memos, speeches, press releases and related documents.

Assist in budget preparation, analysis and monitoring.

Perform related duties as assigned.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of:

Principles of public administration, budget preparation and analysis, human resources, management, organizational development, systems and procedures.

Principles of economics.

Federal and State legislative process and procedures.

Federal, state and local laws, ordinances, policies and procedures.

Survey techniques, statistics and report writing.

Marketing, public relations, communications, and graphic design.

Social media and other avenues of information and engagement.

Ability and Skill to:



Plan, coordinate and perform complex surveys, analyses and prepare complex reports.

Stay relevant in the field of website content, social media, marketing, and public relations trends.

Interpret data metrics.

Collect and analyze data, present findings objectively, clearly and concisely and prepare reports with conclusions and recommendations.

Follow direction and policies with minimal supervision.

Communicate clearly both orally and in writing.

Establish and maintain effective working relationships with staff, Commissions, the City Council, City Manager and the public.

Perform duties of an emergency worker in the event of a natural or other disaster.

QUALIFICATIONS

Any combination of education and experience that would provide the required knowledge, abilities and skills is qualifying. A typical way to obtain the qualifications would be:

BA/BS in public administration, business administration or related field and two (2) years experience in administrative analysis, planning, human resources or budgeting. Bi-lingual skills desirable.

LICENSE OR CERTIFICATE

Valid California Class C Driver's License and a good driving record.

ESSENTIAL JOB FUNCTIONS/A.D.A

Ability to operate computer, calculator, telephone, portable radio, copying machine and cash register

Ability to understand and respond to the public's and staff's requests for assistance both on the phone and in person

Ability to prepare reports, perform mathematical calculations, count money and sort/file documents



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Created June 18, 2019

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Ability to sit for two hours at a time

Ability to lift up to 15 pounds

Ability to climb a footstool or ladder for the purposes of retrieving records

Ability to get from one location to another in the course of doing business

