

**CITY OF GREENBELT, MD**

**CLASS SPECIFICATION**

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**CLASS TITLE:** Public Information and Communications Coordinator  
**DEPARTMENT:** Administration  
**REPORTS TO:** City Manager

**SALARY GRADE:** 18  
**FLSA STATUS:** E  
**DATE:** 03/2009

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**JOB SUMMARY AND DISTINGUISHING FEATURES OF THE WORK:**

This position is responsible for the City's communications through its cable channel and website, producing cable programs and print information about City services and activities, and assisting other departments in public information initiatives. This position also handles issues relating to cable franchise agreements.

**ESSENTIAL JOB FUNCTIONS:**

Direct and videotape City Council and public meetings live for live Cablecast.

Serve as City's webmaster. Design, create, and maintain the City's website using Dreamweaver, Photoshop, and numerous plug-in software programs. Communicate regularly with all City departments to solicit updates and suggestions for the website. Research and install software programs to enhance City's website.

Create and design promotional and informational publications for the City such as the Recreation Brochure, Summer Camps Brochure, City Codes Information, and Recycling. Work is done using InDesign, Photoshop, and various draw programs.

Oversee the City's franchise agreements with the cable companies. Serve as the liaison between companies and citizens with problems or complaints. Make sure that companies are complying with agreements. Serve on negotiating team with County as a Municipal representative during cable franchise agreement negotiations. Keep City Council informed on these agreements and the major terms included in them.

Produce and direct informational television programming including City events, original videos about City services, targeted programming for citizen groups such as seniors, students, etc. Write scripts for original informational video programming.

Schedule and supervise part-time employees and interns to cover meetings, City events, and original productions for the Greenbelt Municipal Access Channel 71. Check employees' work for completion and accuracy.

Train part-time employees and interns how to operate video equipment and how to edit video programs.

Maintain electronic informational bulletin board announcing City events, public information, emergency announcements, etc. for Municipal Access Channel using Scala software.

Write press releases to submit to local newspapers.

Gather information from all departments weekly to compile and design the "City Information" section for the Greenbelt News Review.

Photograph City events, buildings, projects, staff, etc. for use in publications, website, video productions and presentations.

Create graphics for website, publications, presentations, displays, and Annual City Budget book using Photoshop, PowerPoint, presentations, and various draw programs

Set up audio and video equipment for live Cablecast City Council and other public meetings.

Schedule and program video programming using a Leightronix switcher to play back programming on Municipal Access Channel.

Research, purchase, maintain, install, and make minor repairs to audio and video equipment.

Keep an updated list of Emergency Press Contacts and procedures and serve as the contact to the press in emergency situations.

**IMPORTANT JOB FUNCTIONS:**

Research and work with various companies and City Departments to purchase and install camera surveillance equipment.

Manage and create annual quiz show program targeted at elementary school children to teach them about Municipal Government. This includes working with four schools, creating background materials, scheduling program and running the event.

Serve on the Prince George's County I-Net Committee, serve as member of Executive Committee and Project Information Task Force.

Manage and create video production workshops for children during the summer. Give talks on cable television and video production.

Performs other related duties as assigned.

**MATERIAL AND EQUIPMENT USED:**

Computer      General Office Equipment      Video Editing System      Scala System      Cameras

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

Bachelor's degree from an accredited four-year college or university in Communications, Public Relations, or a related field; and,

Four to five years of progressively responsible related experience; or,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

**Licenses and Certifications:**

None

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**Knowledge of:**

Video production and editing

Web design and html editing software

Desk top publishing and graphics

Photography

All applicable state, federal and local ordinances, laws, rules and regulations.

All computer applications and hardware related to performance of the essential functions of the job.

Department organization, standard operating guidelines and policies, rules, and regulations.

Local, state and federal laws and current city ordinances.

**Skill in:**

Communicating orally and in writing with the public, internal staff and other departmental staff in order to give and receive information in a courteous manner.

Operating and maintaining all assigned equipment required to perform the essential functions of the job.

Ability to establish and maintain effective working relationships with fellow employees, city officials, other government agencies, and the general public.

Ability to work independently, multitask, and coordinate and organize multiple projects.

While performing the essential functions of this job, the incumbent is regularly required to sit; use hands to grasp, handle, or feel objects; speak and hear; read and write; keyboard; and occasionally lift, carry, push or pull objects weighing up to 50 pounds.

**Working Conditions:**

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.

The incumbents working conditions are typically quiet.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.