



City of Watsonville

Job Description

JOB TITLE: Media and Communications Assistant

APPROVED:

DEPARTMENT: As assigned

REPORTS TO: Department Head or as assigned

EMPLOYEE UNIT: Clerical Technical

DEFINITION:

The Media and Communications Assistant will be assigned to a specific department and work with the City's Public Information Officer on social media postings, department related stories, services, programs and events; prepare content for dissemination to the media and the community at large. This position will also assist in with department communications and provide professional level service and relationship building efforts for the Watsonville Police Department, in support of the departmental strategy set forth by the Department Head.

SUPERVISION RECEIVED AND EXERCISED:

- Reports directly to the Department Head or designee.

ESSENTIAL DUTIES:

Duties may include, but are not limited to, the following:

- Respond to media and public inquiries and concerns as a representative of the assigned Department
- Manage social media platforms in coordination with the Department management team.
- Represent the assigned Department in events and meetings with the public, community groups, community organization, and other agencies;
- Promote community awareness through marketing and public relations strategies, education and other programs. This includes, but is not limited to, print media, website and social media;
- Maintain and manage website content for the assigned Department;
- Manage graphic arts activities – establish quality content and design of informational materials for public distribution, in accordance with City and Department guideline and policies;
- Manage internal departmental communications, as determined by Department management team;
- Manage events/programs and coordination of facilities, including utilization and condition.

EMPLOYMENT STANDARDS

Knowledge of:

- City Department policies and procedures;
- Knowledge of assigned department policies and procedures
- Current issues facing the law enforcement profession and contemporary law enforcement philosophies;
- Principles and practices of outreach, public relations, and marketing;

- Philosophy, principles, and practices of programming and special events;
- Digital communication and multiple current social media platforms;
- Operation and scheduling of meetings and event facilities;
- The City of Watsonville, assigned Department, and community programs and services;
- Associated codes, laws or regulations pertaining to the area of assignment.

Ability to:

- Follow City and Departmental policy, procedures, plans, and programs;
- Plan, direct, script, edit and produce video documentation;
- Apply video production skills – operate Digital Video and High Definition cameras, lighting equipment, graphic software and audio equipment;
- Work well in a team environment;
- Work well with and coordinate with other bureaus, divisions, units within the Police Department;
- Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs;
- Prepare and deliver presentations to staff, community, outside organizations/agencies, and City Council as required;
- Communicate clearly and effectively, both orally and in writing;
- Establish and maintain effective working relationships with a variety of customers, staff, volunteers and community groups contacted during the course of work;
- Work well under pressure to meet deadlines;
- Be willing to work weekends and evenings as necessary.

PHYSICAL REQUIREMENTS

Physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

- Operate office and media equipment, computers, hand held electronic tablets
- Sit at a desk for long periods of time
- Occasionally bend, stoop, reach, squat, twist, climb, and kneel
- Use hands and fingers to grasp and handle various objects
- Occasionally lift\move up to 20 pounds
- See adequately to read text, correspondence, forms with fine print
- Hear and speak adequately to converse on a telephone and in person
- Work indoors using near vision for prolonged periods
- Stand for long periods of time and walk on uneven surfaces
- Drive a vehicle

EXPERIENCE AND TRAINING

Combinations of training and experience which would provide the required knowledge and abilities will be qualifying. A typical way to obtain these knowledge and abilities is:

- Experience in public agencies, assigned department or related business entities.

- 2 years of progressively responsible related professional experience involving the field of communications, marketing, and social media platforms.
- Equivalent to a bachelor's degree from an accredited college or university, with major work in communications, public relations or related field.