



City of Lake Oswego, Oregon

Job Description

COMMUNICATION AND SPONSORSHIP COORDINATOR

FLSA Status: Non-exempt

Union Representation: LOMEA

Salary Grade: 164

Job Code: 4033

Class Summary

This classification is responsible for directing all aspects of the Department's internal and external communications and public relations, including developing and establishing communication and initiatives, managing communication strategies that elevate and strengthen the department and city-wide goals and building positive relationships with businesses, patrons, and the community. This classification manages marketing, sponsorship, website and digital media, public relations, and overall communication planning for the Department.

Essential Duties and Responsibilities

The list of duties is a representative sample of the work appropriate to this class and does not include all the duties that may be assigned to a particular position. The incumbent may perform a combination of some or all of the following duties:

1. Establishes overall priorities, goals, and objectives for communication strategies for the Department.
2. Works with Parks and Recreation Divisions to establish goals, objectives, and strategic direction for each of the divisions in the areas of communications, marketing, and sponsorship including all advertisement, promotion of recreation programs, and opportunities in parks, trails, and natural areas.
3. Develops and implements the City's and the Department's communications strategy and public relations plan, including communicating plan to Department staff and ensuring plan is consistently carried out.
4. Serves as liaison and coordinates significant Department initiatives and projects, including developing specialized public relations and communication plans between the Parks & Recreation Department and the City Manager's Office on the Communications Team, to ensure that all communications concerning public outreach, outreach plans, sensitive issues, and public initiatives align with City policies and practices.
5. Formulates the Department's communications policies, procedures, and annual action plans to meet the Department's strategic goals.
6. Serves as the Department's sponsorship lead, solicits, recruits and retains partners and sponsors through various efforts, including package development for businesses and individuals interested in financial partnerships with the Department.
7. Works with Division Supervisors and Managers to assess needs for sponsorship funding opportunities, serves as the liaison between the sponsor and the Department, and secures revenue support for various programs and facilities.
8. Advises Department staff on aspects of communications; prepares Department staff when requested to serve as a media spokesperson in coordination with the Public Information Office.

9. Writes and develops presentations, talking points and outlines for Director, the Deputy Directors and key staff. Oversees the creation and distribution of written publications, including writing articles, preparing and/or editing publications and presentations. Leads the work of the Department Graphic Artist.
10. Plans and prepares for public meetings; provides support and/or facilitation at public meetings as needed.
11. Participates as a member of the City's Communication Team and the Department's Leadership Team.
12. Coordinates with other agencies and leads Department staff in emergency communications.
13. Performs other duties of a similar nature or level.

Minimum Qualifications

Knowledge of:

- Principles and practices of public information, community outreach, , marketing, and administration related to intergovernmental relations, strategic planning, and project management.
- Methods, techniques, and trends for creating effective media and public relations materials.
- Effective business communications, sales experience and understanding of principles of Parks & Recreation services and programming.
- Effective writing and communicating through social media, video, electronic and/or print newsletters, news releases, brochures, and other communication tools.
- Ability to take complex information and communicate it in a way that makes it accessible and understandable to the entire community.
- Proper business English usage, spelling, grammar and punctuation.

Skills and Abilities to:

- Communicate effectively both orally and in writing.
- Manage emergency incidents and stay calm and personable under pressure.
- Interact and communicate to media with accuracy, poise, credibility and using appropriate voice control.
- Interpret and apply applicable laws, codes, regulations, and standards.
- Write and develop presentations, technical documents, press releases and articles.
- Works with politically sensitive and/or complex situations, analyze complex problems and develop creative solutions.
- Monitor, train and make recommendations for staff evaluations.
- Effectively establish, manage, and facilitate partnerships.
- Facilitate group processes.
- Identify and respond to sensitive community and organizational issues, concerns and needs.
- Conduct planning and research including statistical analysis, survey methodology, and identifying trends.
- Exercise initiative and good judgment.
- Analyze, interpret and present statistical data to audiences of varying levels of subject sophistication.
- Develop and monitor a budget.
- Prioritize and organize work.
- Use independent judgment; interpersonal, problem solving and conflict resolution skills.
- Strong listening, analytical, research and critical thinking skills.
- Work cooperatively with others and create a positive, constructive and respectful relationship with staff and the general public.
- Provide good customer service.
- Comply with safety requirements of the position and actively promote safe work practices.
- Communicate effectively with coworkers, management, elected officials and the general public, and display excellent interpersonal skills and awareness of controversial and/or sensitive issues.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation with a Bachelor’s Degree in Public Relations, Communications, Journalism, Marketing or a related field, and three years progressive work experience in community relations administration; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing and Other Requirements:

Positions in this classification require the ability to possess and maintain a valid driver’s license and ability to meet the City’s driving standards.

May be required to work evenings and weekends. Duties will occasionally involve dealing with distraught or difficult individuals and attending meetings or activities outside normal working hours.

Physical and Mental Demands

Frequent repetitive motions including, but are not limited to, hand, wrist and finger movements; daily walking, reaching, standing, talking, hearing and seeing. Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Department Director **Date**

Human Resources Director **Date**

Employee **Date**

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.