



# CITY OF EAST WENATCHEE

## Job Description

<b>Position Title:</b>	Events Director/Public Information Officer
<b>Department:</b>	Events Department
<b>Department Head:</b>	Events Director
<b>Reports To:</b>	Mayor
<b>FLSA:</b>	Exempt
<b>Union/Non-Union</b>	Non-Union
<b>Salary Range:</b>	\$4,924.48-\$7,310.42 per month

<b>Position Summary:</b>	Under the direction of the Mayor, the Events Director coordinates all events operated by the City with city employees, volunteers, and outside sponsors; ensures efficient, well organized and profitable events; and meets regularly with the City Council and the East Wenatchee Events Board to ensure continued satisfaction with the events operated by the City. The Public Information Officer serves as the focal point for general public information and community relations media activities. The Events Director/Public Information Officer must be bondable.
<b>Distinguishing Characteristics:</b>	An incumbent in this position is an administrative employee. This person exercises independent discretion in areas such as scheduling and coordinating of events, recruiting sponsorships, creating the contents of mailings and advertisings, ensuring the profitability of special events, and developing a budget for city-operated events. The employee may have to manage several projects at one time and may be interrupted frequently to meet the needs and requests of customers, fellow employees and the Mayor.
<b>Job Location/Working Conditions:</b>	The Events Director/Public Information Officer routinely works in a normal office environment. Incumbents are required to use multi-line telephone, computer, copy machine, fax machine, scanner and other business machines. The position requires the person to be seated for prolonged periods of time. Repetitive hand movement and fine coordination are needed when using computer. Will need excellent organizational, time and stress management skills to complete the required tasks. Will have to manage several requests and situations at

Events Coordinator and Public Information Officer

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Revision Date: November 27, 2018



<p><b>Additional Duties as needed:</b></p> <p><b>Required Knowledge, Skills &amp; Abilities:</b></p>	<p>sponsorships of various events operated by the City and expected expenses for each proposed event.</p> <ul style="list-style-type: none"> <li>• Provide the City Council with up-to-date and accurate financial reports, including income and expenses.</li> <li>• Provides clerical support as needed to volunteers.</li> <li>• Coordinates bulk mailings and follows through with timeliness of such mailings.</li> <li>• All other duties as assigned.</li> </ul> <p><b><u>Public Information Officer</u></b></p> <ul style="list-style-type: none"> <li>• A thorough knowledge of municipal administration.</li> <li>• Principles, methods and techniques of writing for public information, marketing and public relations.</li> <li>• Principles, practices and procedures of public administration and sound business communications.</li> <li>• Cultural sensitivity and diversity principles.</li> <li>• Safety and security hazards, precautions, standards, policies and procedures.</li> <li>• Ability to communicate effectively, both orally and in writing in English and in Spanish.</li> <li>• Ability to establish and maintain effective working relationships with elected officials, diverse groups, with other employees and with the general public.</li> <li>• Ability to understand and carry out oral and written instructions.</li> <li>• Ability to make independent decisions.</li> <li>• Ability to plan, organize and prioritize job responsibilities for deadlines.</li> <li>• Attention to detail and accuracy.</li> <li>• Ability to work alone and under pressure of deadlines.</li> </ul> <p>Requires the ability to:</p> <ol style="list-style-type: none"> <li>1. Provide excellent customer service and maintain positive public and media relations.</li> <li>2. Conduct research, assimilate technical information and present it to the general public in an easily understood manner.</li> </ol>
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<p><b>Essential Functions:</b></p>	<ol style="list-style-type: none"> <li>3. Demonstrate an awareness and appreciation of cultural diversity in the community.</li> <li>4. Build and maintain effective media relations.</li> <li>5. Respond to inquiries, complaints and requests for service in a timely manner. Maintain confidentiality.</li> <li>6. Effectively complete assignments in a timely manner while managing competing demands. Plan, organize, prioritize and coordinate work assignments. Take appropriate initiative.</li> <li>7. Use tact, discretion, respect, persuasion, diplomacy and courtesy to gain cooperation of others and establish and maintain effective teams and professional relationships and rapport with elected officials, management, employees, the public, media and representatives of other entities.</li> <li>8. Apply sound judgment and problem-solving skills to make reasoned, timely and consistent decisions.</li> <li>9. Listen attentively and communicate effectively, both orally and in writing, with individuals and groups in clear, concise language appropriate for the purpose and parties addressed, including preparing comprehensive reports, materials and correspondence as well as making presentations.</li> <li>10. Be attentive to detail and maintain a high degree of accuracy.</li> <li>11. Understand and apply appropriately regulatory requirements, terminology, policies and procedures.</li> <li>12. Develop ways to identify, improve and promote efficient systems and processes.</li> <li>13. Maintain current knowledge and adapt to new technologies, keeping technical skills up to date.</li> <li>14. Work independently and cooperatively as a member of a team.</li> <li>15. Proficiently operate office equipment and perform software functions including spreadsheet and PowerPoint.</li> <li>16. Type accurately and proficiently.</li> </ol> <p><b><u>Public Information Officer</u></b></p> <ul style="list-style-type: none"> <li>• Serves as the focal point for the general public information and community relations media activities.</li> <li>• Develops, coordinates and implements programs and projects involving public outreach, education, community involvement and internal communications. Maintains a strong communications link between the City and the community using effective public relations and marketing techniques.</li> <li>• Design and produce branding and publicity for events and programs.</li> <li>• Determines the need for, and type of, informational materials in support of events, activities and meetings. Researches, writes</li> </ul>
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<p><b>Additional Duties as Needed:</b></p>	<p>and edits a variety of collateral materials in English and Spanish, including, but not limited to speeches, press releases, promotional materials, City newsletters, informational brochures, flyers, other City related items, social media and web pages for internal and public pages.</p> <ul style="list-style-type: none"> <li>• Collaborate with community-based organizations to mobilize grassroots support for robust City programs.</li> <li>• Coordinates production activities with photographers, graphic artists, video producers and other production personnel. receives and responds to public inquiries, information requests, concerns and complaints. Schedules people and venues and performs other logistical tasks to facilitate meetings and events.</li> <li>• Serves as liaison with representatives of the news media and promotes City activities through social media outlets. Coordinates City representation and outreach. Prepares and disseminates information to target audiences. Initiates and coordinates responses to media inquiries.</li> </ul> <ul style="list-style-type: none"> <li>• Advises departments on effective professional methods for release of public information. Analyzes facts and determines proper action within the limit of standard procedure.</li> <li>• Creates and edits still and digital visual presentations.</li> <li>• Prepares correspondence, reports or other documents, keeping others adequately informed. Creates, updates and implements process improvement procedures, tasks, workflows and systems.</li> <li>• May be required to attend City Council meetings.</li> <li>• Performs other duties as assigned in support of other city personnel and the Mayor.</li> </ul>
<p><b>Mental Activities:</b></p>	<ol style="list-style-type: none"> <li>1. Reasoning Ability- Ability to apply common sense understanding, to carry out detailed instructions, and to deal with problems involving many variables.</li> <li>2. Mathematics Ability- Ability to perform basic math skills, use decimals to compute ratios and percents, and to draw and interpret graphs.</li> <li>3. Language Ability <ol style="list-style-type: none"> <li>a. Ability to use vocabulary of 5,000 to 6,000 words</li> <li>b. Able to read at a high level.</li> <li>c. Able to define and understand unfamiliar words.</li> <li>d. Ability to write complex sentences, using proper punctuation, proper grammar, and a good vocabulary.</li> </ol> </li> </ol>
<p><b>Minimum Education and Experience:</b></p>	<p><u>Education:</u> Bachelor's degree in journalism, communications, marketing, public relations or a closely related field.</p>

<b>Minimum Education and Experience (cont):</b>	<u>Experience:</u> Two years of public relations and/or marketing experience. Municipal experience preferred. Bilingual, English and Spanish, language abilities.
<b>Required license/ registration</b>	A valid Washington State Driver's License.
<b>Equipment:</b>	Office equipment.
<b>Accommodation:</b>	In accordance with the Americans the Disabilities Act and Washington's Law Against Discrimination, it may be possible to modify the requirements listed above to reasonably accommodate disabled individuals. However, the City will not make any accommodations which may pose serious health or safety risks to the employee or others or which impose undue hardships on the City.
<b>Disclaimer:</b>	The City intends the above statements to describe the general nature and level of work performed by an Events Director. These statements are not intended to be an exhaustive list of all job duties performed by an Events Director. Likewise, the City does not intend this job description to create an employment contract. The City reserves the right to revise or amend this job description at any time. Likewise, the City maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

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Employee

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Mayor