



CITY OF SHORELINE, WASHINGTON

EMPLOYMENT OPPORTUNITY

POSITION: Communications Specialist
DEPARTMENT: City Manager's Office
SALARY: \$63,420 - \$77,160 with excellent benefit package
CLOSES: Friday, September 24, 2010 at 5:00pm (no postmarks accepted)

SCOPE OF WORK: The City of Shoreline is looking for a talented professional to manage its city-wide communication program. The position is charged with enhancing two-way communication between the City and its residents through a wide range of multi-media outlets; writing, designing and producing a variety of public information materials in print, electronic, audio and video formats. The individual will improve and implement a comprehensive communications program, establish and implement policies and procedures regarding public information. The position also represents the City as its official public information officer and media liaison and serves as in-house consultant in the fields of public relations/information and communications. Candidates need strong working knowledge of the principles and practices of public relations, public information and communications. The individual must have the ability to establish and maintain effective working relationships with all stakeholders, including elected officials and to work effectively with sensitive issues in a public sector environment.

RESPONSIBILITIES:

- Develop, implement, and coordinate a comprehensive communications program for the City, which identifies audiences, messages, communications tools and evaluation measures; responsible for the information, design, and image of the City's newsletter, website, social media outlets, cable channel information, and citywide publications.
- Synthesize citywide vision, mission, strategic goals and key issues into concrete messages for educational, informational and marketing purposes; coordinate communication activities to foster understanding among the public and staff of citywide vision, strategic priorities, program goals and services.
- Represent the City as its public information officer and serve as media liaison to assure accuracy and consistency of City information.
- Prepare, research, write, edit, design and produce public and media information materials using a variety of distribution formats including print, electronic, audio and video to enhance two-way communication between the City and its residents.
- Research, develop, and manage new communications methods and enhancements to achieve City vision, mission and goals
- Advise staff on appropriate ways to communicate information to the public to ensure accuracy and consistency; develop and implement communication and marketing plans; advise staff on crises communication strategies and methods; act as a professional resource to City departments in hosting and promoting special events such as dedications, groundbreakings, ribbon cuttings and receptions; advise staff on internal communications issues and strategies
- Advise and assist City elected officials and staff in preparing and presenting information on City priorities and issues, including preparing talking points, speeches, and public testimony.
- Prepare multi-media presentations, slide shows, displays, visuals, and photographic exhibits for various City and community events.

QUALIFICATIONS: Four years of increasingly responsible experience in public or community relations work, with an emphasis on managing external communications and public information programs. Equivalent to a bachelor's degree from an accredited college or university with major course work in public relations, marketing, journalism, public administration or a related field.

BENEFITS: Each full-time regular employee receives \$831 (Tier I) per month to buy benefits for themselves and family, including domestic partners. If the employee does not use the entire \$831, the remaining amount goes into a deferred compensation (457) plan. If the cost is greater than \$831, the employee moves to Tier II, and is able to receive an additional contribution from the City of up to a total of \$1268. Mandatory coverage includes Vision, Life Insurance, Long Term Disability, PERS (State retirement), 401a social security replacement. Optional coverage includes Regence, Group Health, Washington Dental, Willamette Dental, Flexible Spending Accounts for medical and/or childcare costs, Employee Assistance Program, Supplemental Life Insurance, corporate rate at 24-Hour Fitness. We also provide reduced price ORCA bus passes and carpool incentives. Ten holidays are observed, two personal days and three management days are provided each year. Vacation starts at 12 days per year. Sick leave is accrued at 8 hours per month.

TO APPLY: Submit a City of Shoreline application by the closing date via walk-in, mail, fax or email (**with signature included**). Applications can be found on our website at www.shorelinewa.gov. A cover letter and resume may be attached to the application. **Materials without an application will not be considered.** Status of the position and updates will be posted on the website.

Address: 17500 Midvale Ave North
Shoreline, WA 98133
Website: www.shorelinewa.gov
Email: hadmin@shorelinewa.gov
HR Phone: 206.801.2243
Fax: 206.546.1453