



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 871.2

Job Title: **SENIOR COMMUNICATIONS SPECIALIST**

Pay Grade: 20

GENERAL SUMMARY:

Helps evaluate educational materials and develops marketing plans for selected target audiences as assigned. Assists in the production of internal/external communications by showing a broad general knowledge of media support tools and a comprehensive performance of tasks within one or more areas of responsibility. Coordinates selected media projects.

RESPONSIBILITIES:

- Develops appropriate communication tools utilizing scripts, speeches, etc.
- Performs varied audiovisual services including lamination, transparencies, darkroom make-ready, videotaping, etc.
- Performs research/development as well as writing/editing of various publications, materials, etc.
- Assists in setting up special displays, exhibits, projects.
- Provides computer-generated graphics, including slides.
- Provides limited supervision and work assignment for departmental volunteers and/or other department employees.
- Performs other specialty communication services as assigned.
- Writes, edits and proof reads copy for printed materials and television.
- Tasks include coordinating shooting and production, responsibilities of the video cameraman and production and post-production of video.

SPECIFICATIONS:

KNOWLEDGE:

Requires a Bachelor's degree in art, design, communications, typography or a closely related field.

EXPERIENCE:

Two years of experience in media, public relations, the art field or a closely related field are required.

Directly related professional experience may be substituted for the education requirement on a year-for-year basis.

COMPLEXITY:

Work requires the direct application of a variety of procedures, policies and/or precedents. Moderate analytic ability is required in applying guidelines, policies and precedents, and in adapting standard methods to fit facts and conditions.

SPECIFICATIONS: (continued)

IMPACT OF ACTIONS:

Errors in work cause some expense and inconvenience. Work is typically performed under moderate supervision and within standard operating procedures. The incumbent occasionally can function autonomously, with the supervisor available to answer questions as they arise.

SUPERVISION EXERCISED:

Direct Supervision:

Involves general scheduling and review of work as a "working supervisor" or lead person. Functions as project supervisor and has reporting employees.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with professionals and supervisors. Interaction requires moderate tact and cooperation; e.g., scheduling and/or coordinating two personal calendars, resolving problems and/or obtaining necessary information.

External Contacts:

Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations. Interaction involves information exchange and/or simple service activity requiring moderate tact and cooperation.

PHYSICAL EFFORT:

Varies depending on responsibility area; but may include:

The ability to make coordinated eye/hand movements within fairly fine tolerance and/or calibration demands; or the ability to make closely coordinated eye/hand movements on a patterned response space within moderate tolerance demands.

Lifting and carrying of moderately heavy items (up to 40 pounds), periods of walking with production equipment on rough surfaces.

Display construction may involve heavy lifting up to 80-90 pounds. Bending and climbing on ladders.

WORK ENVIRONMENT:

There are occasional minor discomforts from exposure to less-than-optimal temperature and air conditions. The position may involve dealing with modestly unpleasant situations, as with occasional exposure to office chemicals and/or extensive use of a video display terminal.

PHYSICAL SKILL:

Requires the ability to make coordinated eye/hand movements within fairly fine tolerance and/or calibration demands; or the ability to make closely coordinated eye/hand movements on a patterned response space within moderate tolerance demands.

MISCELLANEOUS:

All duties and responsibilities may not be included in the above job description.

JOB FAMILY:

Communications Specialist
Senior Communications Specialist
Communications Specialist Supervisor

*Effective: October 1990
Revised: April 1992*