



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 871.6

Job Title: **COMMUNICATIONS SPECIALIST SUPERVISOR**

Pay Grade: 23

GENERAL SUMMARY:

Supervises professional and paraprofessional personnel in the production of internal and/or external communications that include educational resources, marketing plans and publicity materials such as newsletters, brochures, pamphlets and departmental web pages to provide information to the general public and City employees.

RESPONSIBILITIES:

- Plans, executes, directs and reviews personnel in the design and distribution of public information.
- Coordinates and supervises employees responsible for making signs, archiving records and producing publications, blueprints and transparencies.
- Directs, coordinates and assists with photographic reproduction, offset printing, graphic design, illustration,
- photography, writing, editing, etc.
- Coordinates project-planning meetings with clients, contractors, team members and other professionals involved.
- Prepares bid specifications for printing and photographic equipment/supplies; negotiates purchases with commercial vendors.
- Evaluates educational and publicity needs of a department or special project; assists in selecting copy, tape, film, electronic multimedia and print media production.
- Plans and coordinates special events, such as open houses and ground breaking ceremonies.
- Advises department heads, City officials and other personnel on design solutions for special projects.
- Maintains up-to-date contacts with radio, television, and newspaper/print media professionals.

SPECIFICATIONS:

KNOWLEDGE:

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

EXPERIENCE:

Four 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.

SPECIFICATIONS: (continued)

COMPLEXITY:

Work is somewhat complex and varied, and may require the simple interpretation of technical and detailed guidelines, policies and procedures.

IMPACT OF ACTIONS:

Errors in work cause some expense and inconvenience. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review. The supervisor generally plays a substantial role in setting objectives and organizing work.

SUPERVISION EXERCISED:

Direct Supervision:

Involves scheduling, supervision and evaluation of work as a "first-line supervisor", recommends personnel actions, such as hiring, terminations, pay changes of non-supervisory personnel.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with Managers and Assistant Directors. 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:

The position routinely requires lifting of moderately heavy items, such as typewriters or records boxes (up to 40 pounds) and/or very long periods of walking on rough surfaces on a routine basis.

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 description.

JOB FAMILY:

Communications Specialist
Senior Communications Specialist
Communications Specialist Supervisor

Effective Date: October 1990

Revised Date: January 2002