



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 874.1

Job Title: **MEDIA REPRESENTATIVE**

Pay Grade: 22

GENERAL SUMMARY:

Under moderate supervision, responds to media inquiries, arranges press interviews, and coordinates media and community activities for the department.

RESPONSIBILITIES:

- Prepares press releases and media advisory bulletins. Coordinates and prepares monthly statistical information for dissemination to the media, public and community.
- Coordinates press activities for department related special events. May write speeches and act as spokesperson for the department.
- Contributes news articles, information and ideas for the department's newsletters, informational bulletins and brochures. Recommends and maintains the department's mailing list of organizations.
- Coordinates community education activities, including speaking engagements, public tours of facilities and departmental representation at civic, governmental and business meetings and events.
- May coordinate with advertising and marketing support companies to ensure timely delivery of services.
- Keeps abreast of industry trends, developments and products. Attends and participates in industry related professional organizations.

SPECIFICATIONS:

KNOWLEDGE:

Requires a Bachelor's degree in Journalism, Public Relations, Public Administration or a closely related field.

EXPERIENCE:

Three years of professional experience in media, public relations or a closely related field are required.

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.

IMPACT OF ACTIONS:

Errors could lead to moderate expenses and inconveniences. 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.

SPECIFICATIONS: (continued)

SUPERVISION EXERCISED:

Direct Supervision:

No direct report employees.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with professionals and supervisors. Interaction requires substantial sensitivity and cooperation; e.g., basic project interaction.

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 some explanation and persuasion leading to resolution of moderately complex issues; e.g., project coordination and higher-level problem resolution.

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 gross motor movements in response to changing external stimuli within moderately demanding tolerances; or the ability to make coordinated eye/hand movements on a patterned response space within low tolerance demands with no real speed requirements.

MISCELLANEOUS:

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

JOB FAMILY:

Media Representative

Effective Date: July 2000