

# City of Windsor Heights

## Communications Coordinator / Deputy City Clerk

**Department:** Administration  
**Reports To:** Director of Planning, Development and Marketing  
**FLSA Status:** Non-Exempt  
**Written By:** Danielle Hockenberry  
**Approved By:** Brett Klein  
**Council review and approval on December 15, 2014**

### **Summary Description:**

Under the general direction and supervision of the Director of Planning, Development and Marketing, the incumbent is responsible for the coordination and application of City-related marketing and communication programs, and assigned Clerk related functions including but not limited to: meeting agendas, minutes and legislative actions, and the certified authentication of the same when required; publication of notices; licenses and permits; oversight of the website and City social media accounts; assistance with accounts payable, general accounting functions and / or other duties as assigned. The incumbent monitors the overall effectiveness and efficiency of the marketing department and makes recommendations for improvements.

### **Appointment/Selection:**

Selection is facilitated by the City Administrator and Director of Planning, Development and Marketing, and is based upon merit and qualifications.

### **Knowledge, Skills, and Abilities:**

- Knowledge of the organization, functions and issues of municipal government.
- Knowledge of the principles and practices of public administration.
- Knowledge of local election processes, municipal notices requiring publication, Code of Iowa Open Records laws, and licensing and permitting processes.
- Ability to report, write or edit articles for publication.
- Knowledge of website management software systems.
- Knowledge of social media tools and communication methods.
- Ability to prepare resolutions or ordinances.
- Knowledge of municipal, county, state and federal ordinances and statutes/Ability to research such.

- Knowledge and practical experience with a variety of computer software programs including word processing, Excel, e-mail, and municipal financial software.
- Exceptional analytical and general office skills.
- Ability to effectively communicate verbally and in writing.
- Ability to establish and maintain positive working relationships with City staff, elected officials, public, press, and contracted vendors.
- Ability to use contemporary technology, including computers, telephones, social media and software management programs.
- Ability to maintain a professional demeanor, to calmly approach and solve problems under stressful circumstances, maintain and promote harmony in the workplace, and concentrate for long periods of time.
- Must possess ability to work independently and be flexible.
- Ability to multi-task on a daily basis, performing with telephone and walk-in customer interruptions, and adapt to changing priorities.
- Knowledge of, and the ability to, safely work with general and specialized tools and equipment used in a municipal office setting, including but not limited to copier, tri-fold machine, adding machine, postal meter, etc.
- Must be bondable according to State and / or local Code.
- Must possess exceptional interpersonal relationship / customer service skills.
- Ability to develop policies, plans and procedures.

**Essential Functions (The following is a list of typical duties):**

- Creates and designs marketing materials, organizational publications and public information pieces for city events and issues affecting the city and its residents.
- Develops and maintains effective working relationships with media contacts; responds to public information requests.
- Manage and maintain the city's website content, including contact with the website host firm.
- Works with each department in the City to develop unified and coordinated communication plans to ensure all forms of communication are coordinated, timely, accurate, and "on message" in order to promote credibility, public trust and the best interests of the City of Windsor Heights.

- Create, manage, and implement social media tools to support and communicate City information, activities, and messages.
- Works with city departments to develop electronic and print materials that convey the City's message and capitalize on the City's brand while utilizing a variety of communication methods to communicate with the public.
- Prepare content for print and electronic newsletters; manage layout, editing, and publication of newsletters.
- Assist with media-related inquiries. Coordinates with City departments and personnel regarding such inquiries.
- Advise respective City management on community relations projects and activities.
- Conduct research and make recommendations on complex administrative projects and issues.
- Assist in the coordination of special events working with the Chamber, Community Events Planners and other stakeholders as needed.
- May represent the City at various meetings with the public, community organizations and other governmental agencies.
- Make an accurate record of the meetings and all proceedings, rules, ordinances and resolutions passed by the Council; and record, file and index the same for public record in accordance with State and local laws.
- Cause to be published all ordinances, enactments, proceedings and official notices requiring publication within the manner and time limits prescribed by law.
- Assist in the preparation and distribution of meeting agendas to the City Council, City Attorney, department heads and press, including any instructional or informational supplements.
- Authenticate and sign City records, measures and actions including the time and manner prescribed by law.
- Attend and prepare minutes of meetings as directed.
- Serve as the custodian of records and public documents in the absence of the City Clerk.
- Receive bids for municipal construction contracts.
- Assist citizens, co-workers and elected officials as necessary and appropriate.

- Issue and maintain records of licenses as approved by the City Council or other governing entity. (Cigarette and Liquor Licenses)
- Assist with front desk responsibilities.
- Collect and receipt monies received from the public, financial institutions and various city departments.
- Monitor and assist with accounts payable.
- Propose new revenue streams regularly and in accord with the proposed budget.
- Develop and recommend policies and procedures to enhance the effectiveness and efficiency of department operations.
- Enforce the City Code and all polices.
- Answer phone calls, assist public with questions, comments and concerns and report all complaints to supervisor immediately. Upon receipt of a complaint will take copious notes in the absence of the City Administrator and receive contact information of the complainant.
- Other duties as directed by the City Administrator, incumbent's supervisor, or City Council that arise from a matter of policy or contemporary trends.

**Peripheral Duties:**

- Attend seminars, professional /district meetings, and workshops related to City clerk related functions and keep apprised of developments or changes in municipal government and local, state, and federal law.
- Update and enhance knowledge of contemporary communication practices and methods covering all forums.

**Experience and Training:**

- Graduation from an accredited college or university with a (4)-year Bachelor's Degree in Marketing, Business, Public Administration or related field preferred, and 1-3 years related experience.
- Must possess a valid Iowa driver's license. If in possession of a valid out of state license, must be able to possess and maintain throughout employment a valid Iowa driver's license within 6 months of employment.
- Ability to complete the certified municipal clerk coursework as directed within 4 years of appointment.
- Possession and maintenance of CPR, AED and First Aid certifications.

**Tools and Equipment Used:**

- Typewriter, personal computer, including word processing, spreadsheet and data base software, 10-key calculator, telephone, copy machine, fax machine, postage meter, first aid and safety equipment.
- Cleaning and maintenance chemicals and solutions in accord with the manufacturer's specifications.

**Work Environment/Frequent Physical Demands:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a qualifying disability to perform the essential functions.

- The noise level in the work environment is low/moderate level office noise in addition to occasional noise exposure of streets, parks and public works machinery and equipment.
- Frequently sit, stand, walk, bend, grasp, push, pull, squat, twist and kneel.
- Frequent use of physical strength requiring the moving, lifting, pushing, carrying and pulling of objects weighing up to 30 pounds.
- Frequent use hands frequently to finger, handle, or feel objects, tools or controls.
- Frequent reaching with hands and arms, and occasionally lift, push, and carry or pull moderately heavy objects (30-50 pounds).
- The employee is frequently required to verbally communicate and interact with public, citizen customers, vendors, staff and elected officials using active listening skills.
- Specific vision abilities required by this job include close vision and the ability to adjust focus with clarity of vision of 20' or more and 20" or less, as well as proficient hand / eye coordination.
- Requires clerical, forms, numerical, and verbal perception.
- Occasionally crawling and lifting, pushing, pulling and carrying objects (50 pounds or greater) may be required. Individual will be expected to lift items in this range with the assistance of a machine or other able individual.

**Interaction with Other Department/Staff:**

- The position requires a high degree of information sharing between administration, treasurer, public works, police, building inspector, City Council, and other temporary staff. It is of the utmost importance that any personal information be kept strictly

confidential and in the event of written documents with personal information be held under lock and key.

*The duties above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Acknowledgement:**

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the City of Windsor Heights reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed as directed by the City of Windsor Heights. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the City of Windsor Heights has a similar right.

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Employee's Signature                      Date                      City Administrator                      Date

The City of Windsor Heights is an Equal Opportunity Employer.