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**San Antonio River Authority**

**Job Description**

**Communications Coordinator I**

**DEPARTMENT:** IGCR **LABOR GRADE:** 117

**EXEMPT(Y/N):** Yes **POSITION CODE:** 100131000

**REPORTS TO:** Community Relations Specialist

**MEETING PERFORMANCE EXPECTATIONS**

*To perform this job successfully, an individual must perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**SUMMARY:**

**Responsible for developing and implementing media and community relations programs, events, and materials designed to promote and advance the mission and goals of the San Antonio River Authority.**

**ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:**

* With general direction coordinates with community groups on projects originating from both within and external to the River Authority.
* With general direction develops and implements public informational materials and content including brochures, newsletters, news releases, media advisories, speaking/copy points, web, booth and display materials, and other necessary materials.
* Coordinates media relations activities, updates media databases, researches media outlets, reviews media analytics, documents information related to the River Authority’s interests, writes and distributes materials to the media, organizes media events, conducts media interviews, and schedules photo/video shoots.
* Maintains master editorial calendar.
* Coordinates social media/digital outreach and tracks other trending social media tactics.
* With general direction develops and implements communications, media and community relations projects from inception to completion, while meeting budget and project deadlines as well as quality standards.
* Serves periodically as the River Authority’s spokesperson in media interviews and to the public.
* With general direction develops and implements promotional programs, including added-value media promotions that may involve writing and executing communications through events, print, internet, radio, and television media advertising.
* Provides direction and oversight on media and creative and strategic communications plans developed by advertising, public relations, consultants, and consultant billings.
* Develops and executes sponsorship opportunities such as grant applications to secure funding to offset the cost of certain events and activities hosted by the River Authority.
* Supports the planning, project development, project operation elements, and strategic initiatives related to the River Authority’s mission.
* Delivers River Authority (Speakers Bureau) presentation throughout the district.
* Serves as a departmental liaison for one or more internal departments.
* All other duties as assigned.

**The absence of specific statements of duties does not exclude those tasks from the position if the work is similar, related, or a logical assignment of the position.**

**QUALIFICATION REQUIREMENTS**:

*The requirements listed below are representative of the knowledge, skill and/or ability required to successfully perform the essential functions of this position.*

**SUPERVISORY REQUIREMENT:**

This position does not directly supervise any employees.

**EDUCATION and/or EXPERIENCE:**

An Undergraduate Degree from an accredited college or university with emphasis in Communications, Marketing, Public Administration, Public Policy, Political Science, or relevant discipline and two (2) years of progressively responsible experience in public, community, and/or intergovernmental relations; or a combination of experience and education that results in the required knowledge, skills, and abilities is required.

**SPECIAL QUALIFICATIONS:**

Knowledge in applying journalistic writing, grammar, editing, proofreading, and interviewing principles, such as found within the Associated Press Stylebook; and computer proficiency in the current Microsoft Office package is required.

Must have and maintain a valid driver’s license and an insurable driving record.

**LANGUAGE AND REASONING SKILLS:**

Ability to provide excellent customer service; ability to understand written or oral instructions; read, analyze, and interpret documents, instruction manuals, policies, and procedures is essential. Strong interpersonal skills are essential to maintain effective working relationships with the general public, media, civic groups, agency representatives, and elected officials. Must have experience in successfully directing, coordinating, and supervising the accomplishment of tasks by others. Must have excellent technical writing and report preparation skills. The ability to work effectively and efficiently, under sometimes stressful conditions, to ensure deadlines are met is essential.

**PHYSICAL DEMANDS:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Work is largely sedentary; must be able to sit and stand for extended periods of time and intermittently walk, climb, balance, bend, crouch, and reach while performing office duties. Regularly and safely lifts, carries, and handles supplies and equipment weighing at least 20 pounds. Occasionally lifts and carries up to 30 pounds approximately 15 feet.

**WORKING ENVIRONMENT:**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

Work is typically performed in a well-lit and adequately heated and ventilated office environment and requires observance of safe work practices, fire regulations, and avoidance of falls, trips, and similar office work hazards. Occasionally, work is performed outdoors when visiting work sites and projects.

The stress level for this position is moderate and the workload may require this position to work non-traditional hours other than regular schedule, including nights and weekends; must be able to travel occasionally within and outside of the district. Must be able to perform in a small but highly professional team oriented environment.

Must be able to function in a principle based organization that has a culture built on character and River Authority Core Values of Stewardship, Integrity, and Excellence.