COMMUNICATION MANAGEMENT ANALYST

DEFINITION

Under direction, to perform administrative and technical duties in support of the administration department; support the City Administrator with various duties including coordinating programs, services, and community outreach. Design marketing graphic publications, video, audio visual via the City of Montebello Government TV Access Channels, Websites, Transit Buses and other media technology. Perform a variety of professional functions in support of Administration and the City Council's functions and projects, including coordinating work assignments/projects, providing administrative and logistical support to City Administrator and elected officials.

EXAMPLES OF DUTIES

Video film and production for electronic media, website maintenance, software,graphic illustrations for the Montebello Government Cable Access Channels Photo production for electronic media, website maintenance and printed publications and advertisement for placements on flyers, MTB city buses, city website and the Montebello Government Channels. Graphic design for concept development, electronic media, websites, printed publications for marketing promotions for MTB city buses and various city departments.
Coordinates special projects and programs for City Administration and/or City Council, as assigned; prepares commendations, proclamations and/or plaques; takes photographs and arranges for development and framing, as assigned; may be called upon to draft staff reports and resolutions; conducts research related to administrative needs and agenda topics; types letters, memos, labels, agendas, notices, reports, requests for proposals, or other correspondence on a computer; prepares reports, graphics and charts utilizing a variety of software programs;
May serve as a backup to other positions in Administration. Required to attend City Council and other meetings, as assigned.

SPECIAL REQUIREMENTS

Possession of an appropriate and valid California Driver's License.

COMMUNICATION MANAGEMENT ANALYST

EMPLOYMENT STANDARDS

Knowledge of:

- Internal Departmental policies, programs and procedures.
- Municipal government functions and operations.
- Customer service techniques.
- Modern office methods, procedures and equipment.
- Computer applications including word processing & publishing software.
- Fundamentals of photography.
- Correct English usage, spelling, grammar & punctuation.
- Research methods and procedures.

and

Ability to:

- Research, collect, analyze information & write reports, proclamations, commendations and other written materials.
- Design and layout graphs, graphics, written material, photographs to best present the information.
- Organize events and programs.
- Perform a variety of office support functions.
- Utilize effective judgment.
- Maintain a high level of customer service with the public.
- Establish and maintain cooperative working relationships.
- Communicate effectively orally and in writing.

And

Training and Experience: Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Two years of college course work from an accredited college or university with major course work in public administration, business, or a closely related field is desirable.

Work Background: Two years of work experience in municipal governmental services, administrative services, or closely related field.

November 2012 (Res. # 12-96)