

City of Allentown
Position Description

Class Title: Legislative, Communications and Community Engagement Specialist

Grade Number: 15N – Exempt

Department: N/A

Bureau: Office of City Council and City Clerk

Union: Non-bargaining

GENERAL PURPOSE

- The Legislative, Communications, and Community Engagement Specialist is responsible for helping to manage the City Council's legislative processes, communications and social media strategies, and fostering community engagement to enhance public participation and transparency.

SUPERVISION RECEIVED

- Reports to the Council President and City Clerk.

SUPERVISION EXERCISED

- May exercise supervision over interns and other employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Works with the Council President and City Clerk to update/modify council's legislative procedures that facilitate strategic communication with the administration, public and community partners.
- Is responsible for all council communications, social media presence and press statements.
- Attends council and community meetings and functions outside the normal working hours, work schedule will be flexible.
- Exercises discretionary judgement to help and facilitate council decision-making in their legislative and oversight duties.
- Assist in organizing and executing outreach strategies to engage community members and stakeholders
- Performs related work as may be required.
- Provide quality and effective customer service with courtesy and understanding to our customers, citizens and internal departments.
- Collaborate with the Council President and City Clerk to update and refine legislative procedures, ensuring effective communication with the administration, public, and community partners.
- Develop and implement comprehensive communication strategies, including drafting press releases, managing social media platforms, and serving as the primary media contact for the City Council.
- Attend council meetings, community events, and other functions, including those outside regular working hours; flexibility in work schedule is required.
- Provide research and analysis to support council members in legislative and oversight functions,

exercising sound judgment to facilitate informed decision-making.

- Organize and execute outreach initiatives to engage community members and stakeholders, promoting public participation in council activities.
- Maintain accurate records of communications and community engagement activities, ensuring compliance with relevant policies and regulations.
- Deliver quality customer service with courtesy and understanding to citizens, internal departments, and external partners.

MINIMUM QUALIFICATIONS

Education and Experience:

- Bachelor's degree from an accredited institution in Journalism, Communications, Marketing, Public Relations, Business, Government or a related field.
- Minimum of 3-5 years of professional experience in government communications, public relations, or a related area; experience within municipal or public sector environments is preferred.
- Any equivalent combination of education and experience that provides the required knowledge, skills, and abilities may be considered.

Necessary Knowledge, Skills and Abilities:

- Knowledge of the functions of city government;
- Ability to follow oral and written directions;
- Ability to deal effectively with the news media and city council;
- Exceptional oral and written communication skills;
- Computer and social media skills;
- Experience in word processing and use of the Internet;
- Good professional judgment;
- Some experience as a researcher.
- In-depth understanding of municipal government functions and legislative processes.
- Proven ability to develop and execute effective communication strategies across various platforms, including social media and traditional media outlets.
- Exceptional oral and written communication skills, with the ability to convey complex information clearly and concisely.
- Proficiency in using digital communication tools, content management systems, and social media platforms.
- Strong research and analytical skills, with experience in legislative analysis and policy research.
- Demonstrated ability to build and maintain effective relationships with media representatives, community stakeholders, and public officials.
- High level of professional judgment, integrity, and discretion in handling sensitive information.
- Fluency in Spanish is highly desirable.

TOOLS AND EQUIPMENT USED

- Daily use of computers, telephones, and other standard office equipment.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is constantly required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.
- The employee must occasionally lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- The role requires sitting, standing, walking, and the use of hands to handle or operate objects, tools, or controls.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed 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.