



Job Description

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since not every duty associated with this position may be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered incidental in the performing of their duties just as though they were actually written out in this job description.

City Secretary

Department: City Secretary

Pay Grade: DOQ

FLSA Status: Exempt

JOB SUMMARY

The City Secretary is responsible for performing technical, legal and administrative duties by managing the official records of the city, maintaining the required historical municipal data, and conducting municipal elections. This is accomplished by completing general clerical duties, providing customer service, preparing correspondence and reports, maintaining office supplies, filing systems and updating city's website.

Furthermore, the City Secretary shall also serve as the Public Information Officer for the City and will be responsible for preparing and distributing accurate, interesting, and informative news/publications including city special events, current events and ground breakings. This is accomplished by photography, taking notes, preparing follow-up press releases, writing scripts, shooting and producing and/or publishing photography, creating software designed flyers/pamphlets and videos to market the city, individual departments, special events, and feature stories. Also, oversee all City social media platforms in monitoring and disseminating correct and timely information on behalf of the City and maintain content on the City's website.

ESSENTIAL JOB FUNCTIONS

CITY SECRETARY FUNCTIONS:

- Manages and coordinates the operations of the City Secretary's office and ensures all official city activities are compliance with federal, state, and city policies, ordinances and practices.
- Oversees records management program, ensures the accuracy of technical files and official records, and ensures city records retention program is compliance with Texas Statutes.

- Works closely with the City Manager and other departments in assisting in the preparation of council, board/commission, Economic Development Corporations and ad hoc committee agendas and other City Council, board/commission, Economic Development Corporations and any ad hoc committee- related duties as assigned.
- Compiles, reviews and approves agenda packet compilation, preparation and distribution for City Council, Economic Development Corporations, all Boards/Commissions, and any ad hoc committees
- Coordinates with the technical preparation, recordation and transcribing of proceedings of official meetings and public hearings of the City Council, Boards/Commissions, Economic Development Corporations and any ad hoc committees.
- Attends all City Council, Boards/Commission, Economic Development Corporations, and any ad hoc committee meetings and ensures the accurate completion of required minutes in a timely fashion.
- Oversees budget preparation of division budget.
- Reviews, approves, and attests all official documents, adopted resolutions, ordinances, agreements, contracts, meeting minutes and other official records after each meeting; oversees the publication of legal notices, agendas, resolutions, and codification of ordinances.
- Prepares ceremonial items such as proclamations, certificates, and awards.
- Provides for certification of petitions to the City Council.
- Administers the issuance of permits to include but not limited to solicitor and special event permits within the city.
- Coordinates city elections and ensures full compliance to state laws and regulations.
- Reviews and processes all open record requests received by the city.
- Works closely with the City Manager in day-to-day operations.
- Performs other related job duties as assigned.

PUBLIC INFORMATION OFFICER FUNCTIONS

- Develops and implements strategic public relations campaigns to promote the city as an ideal place to live, work, establish a business, and visit.
- Produces and disseminates city communications, through community and employee newsletters, news releases, social media, and website, to inform the public, volunteers, and city employees of current information regarding city operations, events, programs, and services.
- Develops and coordinates the production of flyers, brochures, newsletters, videos and news releases; reviews material for design, understanding and readability, format, style, content, grammar, and composition.
- Develops and implements strategies for soliciting public input and comments.
- Assists city management team with community outreach efforts with information and events by developing and maintaining community contact database and establish relationships with community organizations through one-on-one visits, groups meetings, e-newsletters and networking events.

- Works with city departments by disseminating information to citizens, and assists first-response employees with disseminating real time emergency information to the community.
- Provides press releases on the city's position on community issues, concerns, inquiries, legislative decisions, policies, regulations, events, and such.
- Assists staff with preparation for media interviews by providing relevant facts and information.
- Supports city departments in marketing/promotions by coordinating publicity plans and assisting other departments with press releases, special events coordination, and related media activities.
- Organizes community input meetings as needed to facilitate exchange of information between city and community.
- Develops and maintains relationships with media and updates media contact list.
- Manages the maintenance, design, and development of the city's website, overseeing the content, integration of multi-media, and the use of the website as a communications tool.
- Works with technology specialists on issues and improvement of city website and social media platforms.
- Coordinates with the City's Information Technology(IT) Consultant on the City's day-to-day IT functions.
- Oversees day-to-day management of City's website and social media accounts (Facebook®, Twitter®, Flickr®, Instagram®, Pinterest®, Vine®, Nextdoor® etc.), including developing, writing, editing, and posting information; on-going monitoring; maintaining distribution lists; and gaining input from city staff as necessary.
- Manages content for the City's website.
- Monitors and analyzes website and social media statistics; develops ways to improve website traffic and increase social media activity.
- Assists with emergency situations such as assist with first-responders on scenes and coordinates media response; acts as communications manager during disasters and public emergencies.
- Provides statements and press releases, prepares key city staff and coordinate media in any press briefings.
- Provides emergency communication and/or media relations training to staff.
- Provides comprehensive research and project support for the City Manager, and when directed for Council, boards/ commissions, Economic Development Corporations and ad hoc committees.
- Recognizes situations which have publication and/or news value and promote recognition of city departments and programs.
- Publishes employee newsletter (monthly or quarterly) and an annual "State of the City" report.
- Exercises considerable initiative, independent judgment, and confidentiality.
- Conveys a positive, professional image by action, communication and appearance.

- Exhibits regular, reliable and punctual attendance, which is an essential function of the job.
- Provides annual training to staff on emergency and nonemergency communication and media relations.
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Bachelor Degree with a concentration in communication, journalism, public relations, public administration or a related field and over six (6) years of related experience in city government preferred or any combination thereof. Preferred Texas Municipal Clerks Association (TCMA) Certification or able to receive within three (3) years of hire date. The preferred candidate will submit a writing sample along with a video from a previous presentation demonstrating effective writing and public speaking skills including media interview, town forum, City Council meeting and the like.

Special Qualifications:

Notary public within six (6) months of employment desired.

Knowledge, Skills and Abilities:

City Secretary:

- Knowledge of the Texas Election Code, Texas Local Government Code and Texas Open Meetings and Open Records Acts with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
- Knowledge of the basic principles of federal and state laws.
- Skill in approving final documents sent to the City Manager.
- Skill in reviewing and approving expenditures of significant budgeted funds for the division or does research and prepares recommendations for department budget expenditures.
- Skill in supervising and monitoring performance for a regular group of employees or a work unit including providing input on hiring/disciplinary actions and work objectives/effectiveness and realigning work as needed.
- Skill in making presentations.

- Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents.
- Ability to write editorials, journals, speeches, manuals, or critiques.
- Ability remain flexible and open to new ideas and encourages others to value change.
- Ability to identify ways to incorporate new practices into existing framework.
- Ability to work well under pressure and stress; meet deadlines; plan, organize and prioritize multiple work assignments.
- Skill in the use small office equipment, including copy machines or multi-line telephone systems.
- Skill in using computers for data entry.
- Skill in using computers for word processing and/or accounting purposes.
- Ability to organize and communicate effectively.
- Skills in effective communications, team player, flexible, problem solver, accepts feedback, good listener, possesses confidence and creative thinking.

Public Information Officer:

- Knowledge of journalistic standards for oral and written communication.
- Knowledge of new and emerging trends in communication media and technology.
- Knowledge of municipal government policies and ordinances.
- Knowledge of theory of public communication, persuasion, rhetoric, and the mass media.
- Knowledge of thorough understanding of the Pubic Information Act, its application and compliance requirements
- Skill in the use small office equipment, including copy machines or multi-line telephone systems.
- Skill in using computers for data entry.
- Skill in using computers for word processing and/or accounting purposes.
- Skill in communicating effectively, both orally and in writing. Ability to demonstrate excellent writing skills.
- Skill in establishing and maintaining effective working relationships.
- Skill in use of computer programs for producing publications.
- Skill in delivering public presentations.
- Skill in working effectively and efficiently without direct supervision.
- Skill in reading and comprehending city policies, budgets, goals, and programs.
- Skill in reading and understanding a wide variety of media sources, professional development materials and communication and media theory.
- Skill in writing and editing news releases, newsletters, website text, scripts, reports, advertisements, pamphlets, letters to the editor, and other forms of written communication; applies appropriate style guidelines.
- Skill in editing websites.
- Skill in understanding and explaining complex situations involving all city departments and functions.
- Ability to work remotely.

- Ability to teach in an audience setting.
- Ability to organize and communicate effectively.
- Skills in communication, team player, flexible, problem solver, accepting feedback, possessing confidence and creative thinking.

PHYSICAL DEMANDS

The work is light and includes exerting up to 20 pounds occasionally and/or up to 10 pounds of force to move objects and the following physical abilities: typing, handling, hearing, mental acuity, repetitive motion, speaking, standing, talking, and visual acuity.

WORK ENVIRONMENT

The work is typically performed in a dynamic environment that requires sensitivity to changing goals, priorities, and needs.

Employee Signature

Date

Supervisor (or HR) Signature

Date

The job description is not an employment agreement or contract. The activities listed above describe the general nature and level of work being performed, and do not limit any additionally assigned responsibilities and may be altered as deemed necessary by the City of Keene.