



Clerk to City Council and City Information Coordinator

General Description

The Clerk to City Council and City Information Coordinator serves a dual role working for the City Council as well as the City Manager's Office.

The Clerk electronically and physically records all minutes, ordinances, resolutions, and documents approved by City Council and is responsible for the codification of the City Code and its distribution as well as working with the City Attorney as needed. The Clerk serves as an ex-officio member of the Council Committee on Appointments and is responsible for the composition and advertising of public hearing notices and appointment of vacancies as they relate to City Council.

Also, this position works in coordination with the City Manager's office and other management team members, to provide accurate, concise, timely information both within and outside the organization. The primary functions of this position within the organization are to provide a professional communications office for the City; serve as the City coordinator and central source of information about the City; fulfill responsibilities for internal and external communication of City programs, events and projects; serve on the leadership team to stay abreast of key activities and issues and work with staff on public relations practices and matters related to public opinion of the City government; serve as the back-up FOIA Officer; and assists City departments with external communications as needed.

Assists in the development and implementation of programs within organizational policies under the general direction of the City Manager and City Council, as necessary.

Position is responsible for providing the public and media with factual, objective information about the City government. Establishes, develops, and maintains positive working relationships with news media through written, verbal, email, and City website communications. Serves as liaison between City management, City departments and the media, and trains staff in media relations.

Essential Job Functions

- Serves as custodian of the City Seal, City Council records, and official contracts / agreements approved by City Council
- Prepares Agenda's and official Minutes of City Council

- Plans City Council meetings and coordinates council travel for meetings and training as well as related documents when necessary.
- Provides Notice of Council Meetings
- Prepares Public Notices and advertisements for City Council to the public.
- Electronically records all minutes, ordinances, resolutions, and contracts approved by City Council as well as maintains a hard copy records system as well.
- Maintains Official Records of the City (Agendas, Contracts, Minutes, Ordinances and Resolutions)
- Maintains a listing of boards and commissions' members and terms of office along with a Citizens Data Bank of citizens interested in serving on a council appointed board or commission.
- Obtains and processes City Council mail and provides that information to Council.
- Prepares Correspondences, Letters and Proclamations related to City Council.
- Coordinates actions passed by Council with the administration, local, state, and federal officials, and members of the business community.
- Ensures the availability of Council records.
- Research records for City Council, City administration and the public.
- Serves as Clerk/recorder on special projects as identified by City Council.
- Makes available and maintains all disclosure and conflict of information for City Council
- Manages City Code updates monthly and serves as online code custodian to include also providing all related documents to the Administrative Assistant in the City Manager's office.
- Works with City officials and staff to ensure the City provides a clear and concise message to employees (internal) and citizens (external) regarding activities of the Covington City government.
- Establishes, promotes, and maintains effective lines of communication with appropriate government officials, citizens at all levels, and media representatives.
- Coordinates media communications and as necessary prepares news releases and advisories that are clear and timely.
- Establishes, develops, and maintains all informational programs of the City including contacts with the media (print and voice), other localities, and community groups.
- Oversees the City's correspondence imaging, including logos, color schemes and templates to ensure consistency.
- Establishes access and maintains the City's presence in social media channels and the City website.
- Serves as a key media contact in conjunction with the City Manager and Director of Public Safety in times of crisis. Coordinates communications with the media and public during police operations, critical incidents, and disaster situations, which may require personal response.
- Serves as a media representative as directed in the City's Local Emergency Planning Operations and is required to be physically on duty in the Emergency Operations Center whenever it is activated.

- Coordinates informational aspects of special events that involve the City Council or City Manager including economic development announcements and press conferences.
- Assists with and prepares correspondence and conducts research for City Council and the City Manager if requested.
- Attends City Council meetings and provides staff support to Council members as required.
- Ensures that photographs of City Council meetings, swearing in and various City events are taken and appropriately distributed to City Council, media, social media, City website, and others as necessary.
- Serves on the leadership team to provide input and follow-up on public relations matters that affect the City government.
- Serves as the City's Back-Up FOIA Officer. Assists staff by providing personnel with updates and administers policies and procedures for compliance with the Freedom of Information Act (FOIA) as necessary.
- Assists City departments with communications and strategies to ensure timely and effective information dissemination.
- Coordinates activities and events with the City Managers Administrative Assistant as well as develops agendas related to needs of both City Council and City staff.
- Coordinates public information and education programs, communication with the local cable tv franchise as well as television and radio stations.
- Assists with website maintenance, updates, public service announcements, and all information that needs to be placed on the City website or social media as well as newspapers and postings in public view.
- Leads the development of various City publications, brochures, and annual reports.
- Responds to citizens' concerns and coordinates response to inquiries, requests and complaints as assigned.
- Gathers information, composes, and prepares recognition or award submissions.
- Creates and maintains an archive of all print and broadcast news coverage to include social media.
- As appropriate, arranges and participates in tours and meets with various citizens and student groups.
- Performs administrative and other duties as assigned.

Knowledge, Skills, and Abilities

- Thorough knowledge of the practices and principles of public relations, public information, media relations, corporate and organizational communications.
- Demonstrated analytical thinking and problem-solving abilities.
- General knowledge of graphics, layout, printing, and audio-visual processes, including experience and knowledge in the use of Microsoft Access, Power Point, Publisher, Word and other similar software.
- General knowledge of radio, television, newspaper, and magazine production.

- Ability to serve on-air for video productions and information interviews.
- Ability to communicate effectively, both orally and in writing and to interact effectively with elected officials at all levels: citizens, media, business executives and other professionals.

Education and Experience

- Preferred: Experience in local government administration and accreditation in public relations. Experience with community and civic groups, print and video production, social media, and potentially sensitive issues.
- Required: Possession of a bachelor's degree in public relations, communications, journalism, or a closely related field and three (3) years of progressively responsible experience: or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

Special Qualifications

Required: Valid Virginia Driver's license with safe driving record.

Additional Requirements

The work is sedentary work which requires exerting up to ten pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Additionally, the following physical abilities are required:

- Manual Dexterity: picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Hearing: sufficient to perceive the nature of sounds at normal speaking levels with or without correction; ability to receive detailed information through oral communication, and to make the discrimination in sound.
- Mental Acuity: sufficient to make rational decisions through sound logic and deductive processes.
- Talking: sufficient to express or exchange ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Visual Acuity: sufficient to observe violations of codes, to effectively operate standard office equipment; ability to read and write reports, correspondence, instructions, drawings, etc.; and to operate motor vehicles and/or heavy equipment, by both day and night.

The City of Covington offers equal employment opportunities to all job applicants and employees. All employment policies and practices shall be free from discrimination based on race, color, religion, gender, age, national origin, political affiliation, disability, sexual orientation, gender identity, pregnancy, childbirth, or related medical conditions.