



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: SPECIAL PROJECTS COORDINATOR

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0125

PAY RANGE CODE: 14.1 MC REVISION DATE: 12/22/16

NATURE OF WORK:

This is administrative work which involves planning, scheduling, and coordinating City and department special events and projects. Work involves establishing agendas, acquiring speakers and special guests, arranging advertising for events and other noteworthy department activities, completing department projects and acting as a public relations spokesperson in disseminating information and responding to questions and concerns about current and planned events. It also involves writing reports and conducting analyses of department-related issues, organizing meetings and soliciting attendance, and making suggestions to resolve issues. An incumbent in this classification exercises considerable independence in the performance of duties and receives general guidance from a supervisor.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Plans, schedules, prepares agendas, secures speakers, arranges the attendance of special guests, and oversees the conduct of special events and projects.

Coordinates projects within a department as assigned by a superior to ensure they are completed in a professional, consistent, efficient, and timely manner.

Prepares press releases and other written information regarding the events for use by the Mayor and other City officials.

Develops and manages a comprehensive media marketing strategy that will increase visibility of the department facilities and services to citizens and visitors of Omaha. Assists with the design and content of the department website. Measures the impact of media on the overall marketing efforts.

Coordinates the creation and dissemination of brochures and other media notifying City employees, interested groups, and the public of planned special events. Oversees and maintains appropriate use of the department logo.

Coordinates the efforts of private public relations firms retained to assist in advertising planned events.

Conducts studies and performs analyses of department-related issues and makes recommendations based on findings.

Plans, organizes, and solicits attendance to meetings regarding department-related issues to explain the City's and department's stance, gain public input, and resolve concerns.

Acts as spokesperson for the City and the department regarding upcoming events and other special projects.

Assists in development and evaluation of the department's strategic planning process in bringing services to the citizens. Coordinates market research data to assist divisions with quarterly reporting and annual planning in achieving department goals and objectives.

Coordinates budget input as it relates to marketing, graphics functions, and measurement tools within the department.

Researches, coordinates, and writes grants for the department and ensures compliance.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of promotional and advertising media, their uses and relative effectiveness.

Knowledge of and ability to effectively navigate media networks and websites.

Knowledge of basic HTML applications and uses.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Knowledge of promotional methods and techniques.

Knowledge of purchasing advertising time or space.

Skill in writing copy and developing advertising layouts.

Skill in preparing and presenting speeches before large groups.

Skill in utilizing project management tools to complete tasks successfully in a timely manner.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to interpret and explain various rules, policies, and practices.

Ability to organize, compile, and maintain confidential department records.

Ability to organize, prepare, and present effective oral and written recommendations and reports.

Ability to perform assignments with accuracy and attention to detail and to make decisions, recognizing precedents and practices.

Ability to prioritize and manage multiple projects, events, and responsibilities.

Ability to understand written or oral instructions.

Ability to establish and maintain effective working relationships with city employees, representatives from other organizations, and members of the general public.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit and type from 76 to 100% of the time; to bend and stoop from 51 to 75% of the time; to reach, squat, and lift from 26 to 50% of the time; and to climb, kneel, crouch, stand, and walk from 0 to 25% of the time.

Ability to use up to ten (10) pounds of force to move objects from 0 to 33% of the time, and to use lesser amounts of force to move objects from 34 to 100% of the time.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

High school graduation or its equivalent

AND

One (1) year of experience in advertising, public relations, broadcasting, journalism, or a related field, including experience in purchasing air time, writing copy, developing advertising layouts, making public presentations, and in promoting events and programs.

SPECIAL QUALIFICATIONS

Must be able to transport oneself or coordinate transportation to locations throughout the City.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed primarily in a standard office setting. However, at times an employee in this classification may work in confined spaces and in conditions of fumes, odors, dust, gases, and above normal levels of humidity.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Printer
Camera

Copier
Telephone
Electronic Marquee

Calculator
Facsimile Machine
Scanner

Previous Revision Date(s): 9/12/98
11/21/11
11/24/14