



Job Title: Public Information Specialist & Clerk of The Board
Department: Marketing and Community Affairs
Reports To: Director of Marketing and Community Affairs
FLSA Status: Exempt
Prepared Date: 8/22/2021
Pay Grade: 11
Salary Range: \$52,000 - \$67,824

DEFINITION:

Under direction from the Director of Marketing and Community Affairs/Public Information Officer, this position has the responsibility for performing a variety of specialized administrative support services related to internal and external customer service at The COMET Administrative Offices; maintains complex files, records, reports, correspondence and other documents; prepares detailed reports; acts as the Clerk of the Board and provides necessary support to the Board of Directors and act as the office manager; posts and responds to customers on The COMET's social media platforms (Facebook, Google, Instagram, Twitter, YouTube and LinkedIn, as well as others created), as well as correspondence provided through The COMET's general email and website; coordinates staff outings and special events; manages the records of The COMET's ID cards, including employee, contractor, half fare, DART and free fare, coordinates with The COMET's customer experience staff as needed; responsible for records management and freedom of information requests and performs other related duties as assigned. Excellent writing skills are essential to successful performance in this position. Work requires independent and professional judgment.

DISTINGUISHING CHARACTERISTICS:

Under direction from the Director of Marketing and Community Affairs/Public Information Officer, performing a variety of administrative and public information support functions with a high level of independence and initiative. The incumbent provides administrative program and/or project oversight and support including performing basic administrative tracking, data collection, analysis, research, and report preparation in regard to activities related to public information and Board of Directors. The incumbent will be expected to cross-train in other operational areas and may be called upon to provide support and assistance to address issues and concerns outside areas of assignment. The incumbent serves as the official social media expert, Clerk of the Board, Office Manager, Records Management Officer and Freedom of Information Act (FOIA) Officer for The COMET.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

The duties listed below represent the various types of work that may be performed. The omission of specific statements of duties does not exclude them if the work is related or a logical assignment to this class.

- Is the official social media expert, Clerk of the Board, Office Manager, Records Management Officer and Freedom of Information Act (FOIA) Officer for The COMET.

- Coordinates preparation of agenda materials and prepares agenda packets for mailing; posts meeting notices following noticing requirements; attends and records meetings and transcribes meeting actions and motions into minutes; maintains official meeting records; confers with legal counsel, as appropriate, for proper agenda item title and meeting noticing.
- Maintains conflict of interest forms; disseminates forms and information to Board members and designated staff; maintains copies as official records and manages official records for The COMET on behalf of the Executive Director/CEO, Secretary of the Board of Directors, and Public Information Officer.
- Serves as The COMET's notary public.
- Manages the daily office administrative operations; oversees office equipment and supply contracts; supervises file management system; manages the inventory, marketing, and files; coordinates meetings, conference, and travel arrangements; coordinates printing of office stationery, publications, and collateral materials; maintains calendar of activities, meetings, and events; and supervises relief reception staff.
- Maintains automated and manual files and record-keeping systems; Reviews dated files to purge or combine materials and updates index and cross reference files.
- Collects, compiles and organizes data for reports, recommendations, policies, special projects, state and federal agencies, and public inquiries; collects, assembles, and interprets data related to project and program operations.
- Coordinates with the staff of a wide variety of public officials with local, state, and federal agencies.
- Collaborates with other departments to respond to and monitor customer and public concerns, including coordination with communications personnel who respond to concerns expressed through social media channels.
- Assists the Director of Marketing and Community Affairs regarding public information and marketing programs; prepares, coordinates and disseminates information to the media and others, as applicable; may write and review press releases; coordinates and plans a variety of public events, including media events, ground breakings, and ribbon cutting activities.
- Keeps current with applicable state and federal laws and requirements and assists The COMET staff and Board of Directors in understanding and following appropriate meeting requirements and FOIA.
- Coordinates staff outings and special events.
- Manages the records of The COMET's ID cards, including employee, contractor, half fare, DART and free fare.
- Performs other related duties and responsibilities as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

- Modern office procedures and practices including correspondence and report writing.
- Business English, spelling, grammar and punctuation.
- Basic research and statistical methods and budgeting procedures.
- Communication skills and techniques required for gathering, evaluating and transmitting information.
- Manual and automated methods for records retention and filing.

- Word processing, spreadsheets, records management systems.
- The diverse language needs of The COMET's customer base.
- Principles and practices of effective customer service, relations, and complaint resolution.
- Principles of project management.
- Current applicable computer software.

Ability to:

- Understand Conflict of Interest, FOIA, Roberts Rules of Order and meeting notification requirements.
- Understand public information standards and practices, including press release procedures.
- Implement best marketing practices.
- Use correct English usage, spelling, grammar, and punctuation.
- Understand applicable local, state, and federal laws and regulations.
- Perform report preparation and record keeping techniques.
- Understand basic organization and functions of public agencies, including the role of an elected and appointed board.
- Understand standard office administrative practices and procedures, including the use of standard office equipment.
- Understand business letter writing and the standard format for reports and correspondence.
- Organize a variety of data into functional reports using an automated records processing system and maintain complex record keeping systems.
- Effectively address, investigate, and resolve complaints posted through online channels and issues of concern to customers in a tactful and courteous manner under stressful circumstances.
- Ensure a positive customer service experience.
- Manage and streamline multiple, concurrent administrative assignments, while balancing competing priorities.
- Communicate clearly and effectively, both orally and in writing; persuade, justify, and project consequences of decisions and/or recommendations.
- Take initiative, reason logically, and be creative in developing and introducing new ideas.
- Build effective interpersonal working relationships with staff, peers, Board, public, and financial counterparts.
- Make sound decisions consistent with The COMET's goals and strategic business plan.
- Promote and implement the vision, mission and core values of The COMET.
- Work in an environment requiring strong discipline and attention to detail.
- Develop policies and procedures to improve the operations and functions of The COMET.
- Effectively represent The COMET before the Board of Directors, City & County Councils, and other Federal, State, local, and regional agencies, Boards and Commissions, and in public meetings and hearings.
- Prepare clear, concise comprehensive correspondence, reports, studies, and documents.
- Exercise tact, discretion, and diplomacy in dealing with sensitive, complex, and confidential issues and situations and maintain confidentiality of information.
- Recognize and respect limits of authority and responsibility.

MINIMUM QUALIFICATIONS:

Education, Training and Experience:

Any combination of training and experience equivalent to three (3) years responsible in marketing, public affairs, records management or government relations activities. A college degree from an accredited college or university in Business Administration, Public Administration, Marketing, Public Relations, Political Science related field with related course work may be substituted for the required experience.

A Bachelor's degree from an accredited college or university with coursework in public or business administration, marketing, political science, government relations, public affairs or a related field and Certified Municipal Clerk (CMC) certification is highly preferred and desirable.

NOTE: Familiarity with transit or transportation system activities and functions is highly desirable. Experience in a public organization is preferred.

An equivalent combination of education, experience, and training that demonstrates the required knowledge, skills, and abilities necessary to effectively perform the duties and functions of this position may be considered.

LICENSES AND CERTIFICATES:

A valid Class C driver license and safe driving record is required at the time of application and at the time of appointment and must be maintained throughout employment.

SPECIAL REQUIREMENTS:

- Must be able to work extended hours as needed, often outside regular business hours as required by the Executive Director/CEO or Director of Marketing and Community Affairs/Public Information Officer and the demands of the job.
- Must maintain strictest confidentiality.
- Must participate in professional development activities.
- Requires occasional travel.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit, walk and stand; talk and hear; use hands to finger, manipulate, handle, feel or operate objects, tools or controls; reach with hands and arms; and perform repetitive movements of hands or wrists. The employee is regularly required to bend and twist at the neck, reach with hands and arms. Occasional standing, walking, overhead reaching and lifting up to 20 pounds unaided is required. Specific visual abilities required for this job include close vision, distance vision, and the ability to adjust focus.

Mental Demands

While performing the duties of this job, an employee uses written and oral communication skills; reads and interprets data, information and documents; analyzes and solves problems; uses math

and mathematical reasoning; performs highly detailed work; deals with multiple concurrent tasks; and interacts collaboratively with others encountered in the course of work.

Language Skills

Ability to read and comprehend instructions, short correspondence and memos. Ability to write simple correspondence. Ability to effectively present information one-on-one and small group situations to customers, clients and other employees of the organization. English required, bilingual a plus.

Reasoning Ability

Able to apply common sense understanding to carry out detailed written or oral instructions. Ability to deal with problems involving several variables in standardized situations. Strong analytical skills are a must.

Computer Skills

Experience with word processing, spreadsheets, Internet software, email and/or database software preferred. Microsoft Office skills are required.

Work Environment

The employee works in an office environment where the noise level is usually quiet. May require availability to work a flexible schedule, including evenings and weekends. Primary working hours are Monday through Friday from 8:00 a.m. to 4:30 p.m., based off a 37.5 hour work week, excluding 13 holidays and one (1) floating holiday. Travel is minimal to conferences within and out of state, as well as meetings within Richland and Lexington Counties. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Safety Statement

This is not a safety sensitive position and is not subject to Drug and Alcohol Testing as required by the Federal Transit Administration.

OTHER CONDITIONS OF EMPLOYMENT:

Must pass requisite reference and background check.

*Adopted: February 2021

*Job Family: Professional-Marketing and Community Affairs