



THE CITY OF MCMINNVILLE, OREGON INVITES
SKILLED INDIVIDUALS TO APPLY FOR THE
POSITION OF:

ADMINISTRATIVE SPECIALIST II - PUBLIC AFFAIRS



AN OUTSTANDING EMPLOYMENT OPPORTUNITY IN ONE
OF THE PACIFIC NORTHWEST'S PREMIER COMMUNITIES



ADMINISTRATIVE SPECIALIST II - PUBLIC AFFAIRS

Consider this Opportunity

Salary: \$3,120-3,982 / Monthly

(Depending on Qualifications)

The Position

The City of McMinnville is seeking a dynamic and experienced individual to serve as a full-time public affairs administrative specialist in the Community Development Department. This position serves under the general supervision of the Community Development Director, and will plan, develop, implement and manage communications, information and outreach efforts to keep City staff and the general public informed about programs, services, projects, and accomplishments of the department.

This is a new full-time position starting FY 2017-18, and is an excellent opportunity for a skilled public affairs, marketing, and/or communications professional to develop and implement a proactive program that will help inform, educate, and build awareness of the department's services.

City Government

McMinnville has a Council/Manager form of city government and provides a broad range of public services including public safety, public works, library, parks and recreation, and planning. The City of McMinnville has a statewide reputation for stable, effective governance, and quality management. City services are delivered by 160 full-time employees, 135 part-time employees, and many volunteers. It is the City's mission to maintain a safe, livable environment within the community; and this is achieved by providing both open governance and efficient delivery of public services.

The Advantages of Working for the City of McMinnville and Living in the McMinnville Community

The City of McMinnville has a great deal to offer the new Public Affairs specialist, including an organization with highly motivated and dedicated professional staff; a community that values and provides an excellent quality of life for its residents, including recreational, cultural, and educational opportunities; the challenge of working in an organization that is addressing the future through citizen involvement and long-range planning; and a community where citizens participate in City government.



McMinnville is located in the western portion of Oregon's agriculturally rich Willamette Valley on U.S. Highway 99W. David and Jean Vokac, in their recently published book, "The Great Towns of Oregon," rated McMinnville as the No. 2 city in the state for its high livability. They cited McMinnville's scenic beauty, historic tree-lined downtown district, the Evergreen Aviation Museum, excellent parks, and the City's cultural viability as major factors in their decision. They described McMinnville as "genteel sophistication with deep Eastern roots." McMinnville's population is 34,000 with an annual growth rate over the past ten years of approximately 3 percent.

A recent citizen survey rated the City's livability at 8.1, with 74 percent of respondents rating livability at 8 or higher. The small-town atmosphere, the historic downtown area, and community spirit were most highly valued by those responding to the survey.

Essential Job Functions

The person in the position of Administrative Specialist II - Public Affairs will:

- Develop strategies and action plans for public communication and involvement on department issues and initiatives.
- Develop and distribute print, online, video and other graphic materials for the department.
- Address department needs related to community relations; prepare materials such as public notices, fact sheets, flyers, brochures, or speeches.
- Initiate and respond to news media contacts regarding department policies, services, and actions; refer contacts to appropriate staff; advise department staff on news media responses.
- Manage and maintain department website content and social media communications.
- Develop messages, marketing strategies and correspondence.
- Update and solicit feedback from City staff on public outreach efforts for various City projects and programs, and work with appropriate internal staff to respond proactively to identified issues and/or concerns.
- Develop and maintain a network of contacts for the dissemination of information on upcoming department events and projects; develop project mailings and/or outreach lists; document meetings and program results.
- Organize special events and dedications, and attends after-hours activities and special events as necessary.
- Act as department Public Information Officer (PIO) and serve as an information and reference resource to the public during emergency situations.

The Ideal Candidate

The ideal Administrative Specialist II - Public Affairs candidate is a skilled professional with a working knowledge of the principles and practices of community involvement and outreach/ engagement methods, including event organizing, public relations, marketing and public speaking.

The Public Affairs candidate should be experienced with the use of a variety of computer programs, including web design and graphics software, and should be a creative writer, active listener, and a talented communicator.

The candidate should be a self-starter, able to organize their own work, set priorities, and meet critical time deadlines. The candidate shall be able to establish, maintain, and foster positive and harmonious working relationships in person or over the phone with those contacted in the course of work; and shall provide a high level of customer service.

Experience, Training, & Licenses

Any equivalent combination of education and experience that demonstrates the knowledge, skills, and abilities for the position is qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to graduation from an accredited four-year college or university with major coursework in events coordination, public relations or public affairs, marketing, communications, or a related field, and
- Professional experience in program planning and development, event coordination and administration, and/ or community outreach programs in public or private organizations.

The Administrative Specialist II - Public Affairs employee shall possess a valid driver's license with a clean/satisfactory DMV driving record.



Compensation

Effective July 1, 2017, the salary range for the Administrative Specialist II - Public Affairs will be \$3,120—\$3,982 / monthly (\$37,440 - \$47,784 / annually). Within the range determined, an appointment will be made based on qualifications. The City's current benefit package includes:

- Medical, dental, and vision insurance in which the City and employee share in increases to premiums over the base cost established in 1991-92;
- City-paid life insurance;
- City-paid long-term disability insurance;
- Sick leave earned at the rate of 8 hours per month;
- Vacation credit earned at the rate of 6.67 hours per month up to a maximum of 320 hours, with increases in accrual rates after 3, 7, 13, and 20 years. Prior municipal service may be considered by the City Manager, who has the authority to grant one-half of the prior years' service credit toward vacation for a particular City position;
- Ten paid holidays and two floating holidays annually;
- City-paid participation in the Public Employees Retirement System;
- Professional membership costs and attendance at job-related conferences as budgeted; and
- Options to participate in the credit union, deferred compensation plan, and other employee-paid insurances.

To Apply for the Position of Administrative Specialist II – Public Affairs

Those interested in applying for the position should submit the City of McMinnville's employment application (can be obtained online at www.mcminnvilleoregon.gov), a cover letter, and a current resume that highlights relevant experience and education related to the position.

Application materials (completed application, cover letter, and resume) must be received no later than **5:00 pm on Friday, August 11, 2017**. Application materials should be submitted (via regular mail, email, or facsimile) to:

Erica Thomas, Administrative Specialist
230 NE Second Street
McMinnville, OR 97128
Email: erica.thomas@mcminnvilleoregon.gov
Fax: (503) 472-4104

Ms. Thomas is also available to answer any questions from those who need additional information regarding this position or the recruitment and selection process. Please contact her at 503.434.2328 or by email at erica.thomas@mcminnvilleoregon.gov

The Selection Process

Applications and resumes will be screened and evaluated during the week of August 14, 2017. Interviews are tentatively planned for the week of August 21, 2017, and the tentative start date is September 18, 2017.

The City of McMinnville is an equal opportunity employer. Applicants with disabilities who need reasonable accommodation (e.g., assistive listening devices) to participate in the recruitment and/or selection process should contact City Administration at (503) 434-2328.

Please note that this announcement is intended as a general description of the position and hiring process for Administrative Specialist II - Public Affairs. This is not an implied contract and may be modified without notice.

