



Media and Communications Coordinator II #01993

City of Virginia Beach – Job Description

Date of Last Revision: December 1, 2025

FLSA Status: Non-Exempt

Pay Plan: General

Grade: 25

City of Virginia Beach Organizational Mission and Values

The City of Virginia Beach exists to enhance the economic, educational, social, and physical quality of the community and provide sustainable municipal services which are valued by its citizens.

The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary

Work to help achieve and communicate the City's vision and goals by providing public relations, media relations and issues management services for assigned City departments/agencies; promote programs, events and services and develop citizen communication opportunities; and write, design, edit and/or produce major City publications.

Representative Work Functions and Responsibilities

- Work with assigned City departments to develop/implement public relations, marketing and media relations strategies and materials for addressing issues, promoting programs/services/events and communicating with the public.

- Develop positive working relationships with the news media, community leaders, and citizen organizations.
- Develop methods, programs and opportunities to inform and involve citizens.
- Write news releases, message points, articles, advertising, video scripts; and write and edit original ideas and assigned feature articles for external distribution to local, regional and national newspapers, magazines and trade journals.
- Coordinate and manage special events.
- Manage the production of major city publications, including the citizen newsletter.
- Handle confidential matters.
- Make oral and written presentations.
- Work during emergencies, disasters, and inclement weather on Alpha One status to provide accurate and timely information to the news media.
- Perform other job duties requiring skills, knowledge, and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on the current workloads and department needs.

Performance Standards

- Use sound media relations, public relations, journalistic and copy writing skills to produce literature and media coverage reflecting positively on the City.
- Use sound public relations skills to manage issues and prevent or manage crises.
- Use creativity and sound editorial judgment to produce timely, informative news for citizens via all available communication vehicles.
- Use organizational ability and work as part of team to coordinate aspects of special event production from media coverage and planning stages through event execution.
- Discern how to handle confidential/sensitive in disseminating public information.
- Use organizational ability and sound editorial judgment to assign tasks, and follow-through with publication of articles written.
- Provide counsel using professional expertise.
- Present professional image at meetings, representing city, department and unit in a positive manner.
- Use communication skills to present training in field as required.
- Establish and maintain effective working relationships with city departments/agencies and the media.
- Use diplomacy and skills in dissemination of appropriate information to public.

Minimum Qualifications

Requires any combination of education (above high school level) and/or experience equivalent to four (4) years in fields such as public relations, communications, marketing, or journalism utilizing the required knowledge, skills and abilities.

Special Requirements

- All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.
- Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City's operational status.

Working Conditions

Working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level both internally and externally with all posted open positions.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.

DISCLAIMER:

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.