



## **Media and Communications Coordinator III #02493**

### **City of Virginia Beach – Job Description**

Date of Last Revision: December 1, 2025

**FLSA Status:** Exempt

**Pay Plan:** Administrative

**Grade:** 13

### **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 senior level public relations, media relations and issues management services for City officials and high-profile City departments.

### **Representative Work Functions and Responsibilities**

- Work with City officials and assigned City departments to develop/implement public relations and media relations strategies for addressing major, complex issues and projects.
- Work with controversial and confidential issues and situations.

- Develop positive working relationships with the news media, community leaders and citizen organizations.
- Promote the programs, events and services of assigned departments/agencies.
- Work to inform and involve citizens by developing communication opportunities.
- Write news releases, message points, publications, articles, video scripts.
- Serve as producer and on-camera host for municipal cable television programming, as needed.
- Conduct special events and news conferences.
- 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**

- Work independently under intense, inflexible deadlines with little direct supervision or input on content.
- Use sound media relations, public relations, and journalistic 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.
- Produce appropriate/effective speeches, position papers, articles, correspondence and television programming demonstrating political sensitivity and confidentiality.
- Use communication skills to present training in field as required.
- Represent city officials and assigned departments in a positive manner with the public and media.
- Demonstrate sensitivity, diplomacy, sound judgment, confidentiality, and excellent interpersonal skills.
- Work under the stress of emergencies effectively to provide the media with accurate and timely information.

## **Minimum Qualifications**

- Requires a Bachelor's degree and three (3) years in the fields of public relations, communications, marketing, or journalism OR related equivalent combination of education (above high school level) and/or experience equivalent to seven (7) years.

- Must have a current and valid driver's license.

## Preferred Qualifications

- Political science background, government knowledge or experience working in government at the local or state level.
- Accreditation by the Public Relations Society of America.

## 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.*