

**CITY OF LA VISTA**  
**MAYOR AND CITY COUNCIL REPORT**  
**OCTOBER 5, 2021 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
POSITION DESCRIPTIONS VARIOUS POSITIONS	RESOLUTION ORDINANCE ◆ RECEIVE/FILE	RITA RAMIREZ ASSISTANT CITY ADMINISTRATOR/ DIRECTOR OF COMMUNITY SERVICES

**SYNOPSIS**

Several position descriptions, both new and updated, are being presented for review. The positions are from various departments across the organization.

**FISCAL IMPACT**

The FY22/FY23 Biennial Budget provides funding for these positions.

**RECOMMENDATION**

Approval.

**BACKGROUND**

Several new positions were included in the recently approved FY22 Budget. In order to initiate the process of filling the positions it is necessary to have Council review the proposed position descriptions. The proposed include: Communication Specialist, Police Academy Training Instructor, Engineer Assistant and a Part Time Circulation Clerk position changing to a Full Time Librarian I position. New/updated position descriptions have been prepared.

The Operations Manager position in Recreation has been vacant for a period of time due to a reassignment. It is recommended that this position be changed to a Community Events Coordinator with no change in pay grade. This would allow for the shifting of event planning and manager responsibilities from the Communication Manager.

As a result of the new positions, other position descriptions needed to be updated as well.

The Community Relations Coordinator position will now be titled Communication Manager and some duties have been changed to coordinate with the Communication Specialist and Community Events Coordinator positions. No change in pay grade.

The existing Police Academy Coordinator position will now be titled Police Academy Director with the addition of the Police Academy Training Instructor.

All new and updated position descriptions are attached for review.

## Position Description City of La Vista

**Position Title:** Communication Specialist  
**Position Reports To:** Communication Manager  
**Position Supervises:**

### Description

Under the direction of the Communication Manager, the Communication Specialist assists in the development and implementation of an integrated communications strategy that connects the public to the the City. This position coordinates the development and delivery of public information, marketing, media relations and community outreach messages across all forms of conventional and new media for all departments at the City.

### Essential Functions (with or without reasonable accommodation)

1. Assist with City's use of social medial platforms, which includes the drafting of content and graphics as well the content schedule for those platforms.
2. Draft content and assist with the design of the weekly and quarterly newsletters.
3. Draft content for, and assist with the maintenance of, the City's website and mobile app.
4. Draft and assist with City press releases.
5. Assist with content and design of the City's employee newsletter.
6. Foster a cooperative working relationship with staff from all departments in implementing communication strategies across the organization.
7. Assist with and create video projects to creatively promote the City.
8. Assist in capturing photographic and video content of department programing and events.
9. Coordinate with department personnel the promotion and marketing of programs in all areas.
10. Maintain design and content standards that are consistent across the City's various communication channels.
11. Assist with implementation of the City's brand strategy.
12. Assist with City events, special occasions and projects.
13. Establish and maintain positive public relations with all constituents of the City.
14. Develop new methods of interacting with the public that allow the City to build community involvement and spirit.
15. Track media activity and produce periodic reports.
16. Monitor community feedback and responds to questions and concerns about City communications.
17. Prepare social media and website reports.
18. Perform research projects as assigned.
19. Serve as a back-up City spokesperson.

### Essential Physical and Environmental Demands

The following physical demands are representative of those that must be met either with or without accommodation to successfully perform the essential functions of this job.

1. Work is performed primarily in an office setting, but occasionally outdoors during periods of hot, cold, windy, wet and/or conditions.
2. Hand-eye coordination that is necessary to operate computers and various pieces of office equipment.
3. Employee must be able to transport himself/herself to and from various locations to attend meetings and events.
4. While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl; talk and hear.
5. The employee performs some light physical labor involved in the set-up of special events including occasional lifting and/or moving of equipment up to 20 pounds including photographic equipment used to cover events and activities.
6. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
7. Must be able to hear and understand voices at normal conversational levels

### **Education, Training, License, Certification and Experience**

1. Bachelor's degree from an accredited college or university with major coursework in Journalism, Public Relations, Communication, Marketing, Graphic Design or a related field.
2. One to three years of progressively responsible experience in marketing and communication, public information or a related field.
3. Must possess a valid driver's license.

**Note:** An equivalent combination of education, training, and experience that provides the knowledge, skills and abilities and other competencies necessary for success in the position may be considered.

### **Knowledge, Skills and Abilities**

1. Knowledge of media production, communication and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral and visual media.
2. Strong understanding of structure and content of the English language including word usage, grammar, spelling, vocabulary and punctuation. Also strong proofreading and editing skills.
3. Knowledge of principles and methods for marketing and promotions.
4. Knowledge of customer service principles and processes for providing customer and personal services.
5. Knowledge and understanding of administrative and clerical procedures and systems such as word processing, managing files and records and other office procedures and terminology.
6. Basic knowledge of relevant laws (e.g. copyright); basic principles and practices of public agency budgeting, financial recordkeeping and reporting; applicable City policies and practices.
7. An ability to effectively present information and engage diverse audiences.
8. Organizational, planning and project management skills.
9. Exercises sound judgment in the release of information, in the absence of specific guidelines; establish priorities and work on multiple assignments and projects concurrently.

10. Adapt to frequent changes in workload.
11. Ability to write creatively to ensure audience interest.
12. Strong Interpersonal skills.
13. Experience and knowledge of communication via social media.
14. Ability to work independently as well as a member of a team.
15. Ability to think creatively and strategically.
16. Ability to work a varied schedule as necessary to assist with special events and projects.
17. Excellent work habits and the ability to meet attendance expectations.
18. Knowledge of graphic design is preferred but not required.
19. Knowledge of video production software and techniques preferred but not required.
20. Knowledge and past use of AP style standards.
21. Proficient in the use of Microsoft Office, Adobe Creative Cloud applications, as well as website content management systems.
22. Ability to proficiently operate still and video cameras.

### **Contributions this Position Makes to the City**

This position supports the communications efforts of the City to promote activities and programs. Effective communication allows the City to better engage residents about opportunities to enrich their lives and the community.

### **Disclaimer**

This position description does not constitute an employment agreement between the City and the employee. It is subject to change as the needs of the City and the requirements of the position change over time.

**Note: Drug and background screens will follow all conditional offers of employment.**

I have read and understand the requirements of this position description.

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Signature

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Date

## POSITION DESCRIPTION CITY OF LA VISTA

**POSITION TITLE:** Police Academy Training Instructor

**POSITION REPORTS To:** Police Academy Director

**POSITION SUPERVISES:** Law Enforcement Recruits

**DESCRIPTION:**

Under administrative direction of the Police Academy Director, this position is responsible for professional work instructing law enforcement recruits in the Sarpy Douglas Law Enforcement Academy (in accordance with the responsibilities and duties as established by the Nebraska Police Standards Advisory Council, as set forth in Title 79, Chapter 16); oversees and supervises guest training Instructors; and performs related work as required.

**ESSENTIAL FUNCTIONS:** (with or without reasonable accommodation).

1. Instructs general subjects such as arrest techniques, patrol techniques, criminal investigation, community relations, prepares, administers and evaluates examinations.
2. Researches new law enforcement techniques, problems and training methods.
3. Prepares course outlines, handout materials, audio-visual materials, and other resource materials relative to the criminal justice and law enforcement fields to be used at the Sarpy Douglas Law Enforcement Academy.
4. Assists in the preparation of manuals, handbooks and video tape training films; reviews and recommends training books and visual aids to be used at the Sarpy Douglas Law Enforcement Academy.
5. Prepares written evaluations on all course material presented for certification by law enforcement instructors.
6. Instructs law enforcement, corrections, and specialized training courses as necessary.
7. Provides direction and guidance to law enforcement recruits; evaluates and reviews work performance; works with employees to correct deficiencies; documents corrective action and applies SDLEA and City policy as needed.
8. Makes public presentations.
9. Consults with Sarpy Douglas Law Enforcement Academy cooperating agencies on training needs.
10. Performs other duties as directed or as the situation dictates.

**ESSENTIAL PHYSICAL AND ENVIRONMENTAL DEMANDS**

- Work is performed both indoors and outdoors year round in varying weather and environmental conditions. Exposure to climatic conditions includes hot, cold, wet and/or humid weather conditions.
- Work is also performed in office settings. Hand-eye coordination is necessary to efficiently operate computers and various pieces of office equipment.
- While performing the duties of this job, the employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
- The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and the ability to adjust focus. Must be able to hear and understand voices at normal conversational levels.

**EDUCATION, TRAINING, LICENSE, CERTIFICATION AND EXPERIENCE**

1. Associate degree in criminal justice or related field plus ten years increasingly responsible law enforcement experience including three years with responsibility for classroom training or on-the-job instruction.
2. Must have successfully completed an approved instructor development course by time of hire.
3. Must possess a valid driver's license.

4. Must be a U.S. citizen.

**SPECIAL REQUIREMENTS**

1. No prior criminal history
2. Must not engage in conduct or a pattern of conduct that would jeopardize public trust; must be of good moral character.

**KNOWLEDGE, SKILLS AND ABILITIES**

1. Excellent leadership and communication skills.
2. Outstanding interpersonal skills to provide effective leadership to subordinates, and to develop cooperative working relationships with law enforcement officials, fellow employees, members of the public, and patrons.
3. Ability to establish and maintain effective working relations with law enforcement officers and supervisors; exercise good judgment, tact and diplomacy in dealing with city officials, department personnel, volunteers, patrons, outside agencies and the public.
4. The ability to evaluate and make recommendation on training programs, policies and operational needs.
5. Ability to accomplish tasks in a timely manner to meet deadlines.
6. Ability to analyze organizational and administrative problems, adopt an effective course of action and provide leadership to others in such actions.
7. Ability to work independently, as part of a team, and with the public.
8. Ability to provide own transportation.
9. Ability to resolve conflicts.
10. Ability to maintain regular and dependable attendance
11. Effective writing skills and sufficient oral skills to speak in public and deliver presentations.
12. Knowledge of applicable state, federal and local ordinances, laws, rules, and regulations.
13. Knowledge and understanding of computer operations.
14. Extensive knowledge of the principles and practices of modern police department administration, organization and operations. Knowledge of the equipment, automation, and weapons used in modern law enforcement, including communications systems and vehicles.
15. Knowledge of the laws governing rights of citizens, custody of persons, search and seizure, the rules of evidence, and the maintenance and use of police records and their application to the solution of police problems.
16. Ability to handle confidential information in a sensitive manner.

**Contributions this Position Makes to the City**

This position provides highly responsible assistance to the Police Department and contributes to the success of the City by coordinating training of police employees and recruits

**Disclaimer:**

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**Note: Physical examination and drug screening tests will follow all conditional offers of employment.**

I have read and understand the requirements of this position description.

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(Signature)

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(Date)

## POSITION DESCRIPTION CITY OF LA VISTA

**POSITION TITLE:** Engineer Assistant

**POSITION REPORTS To:** City Engineer

**POSITION SUPERVISES:**

### **DESCRIPTION**

Under the direction of the City Engineer, the Engineer Assistant performs entry-level technical engineering work in the design, review, and planning of public improvement and private development projects.

### **ESSENTIAL FUNCTIONS** (with or without reasonable accommodation)

1. Reviews and evaluates plans for correctness of engineering methods, accuracy of calculations and conformance with establish engineering procedures.
2. Assists in the review of plans and the inspection of construction in progress for adherence to codes, acceptable engineering standards and related Federal, State and City standards and policies.
3. Prepares simple designs and plans for public improvements, including streets, sanitary sewer, storm sewer, traffic signals and buildings.
4. Participates in meetings with members of the public, engineers, architects, contractors and owners to explain and discuss operations and projects.
5. Assists in planning and developing future infrastructure for community needs.
6. Assists the Community Development Department with review of platting and zoning applications.
7. Assists with inspection and review for grading and storm water permits for regulatory compliance in land development and building projects.
8. Oversees and maintains the City's Storm Water Management Plan in accordance with NPDES permit requirements.
9. Assists with electronic asset management data collection and inventory.
10. Assists in the preparation and development of the annual departmental budget.
11. Assists with preparing cost estimates for CIP projects.
12. Assists in solicitation and selection of consultants associated with capital improvement projects.
13. Assists with the management and development of GIS layers for city infrastructure.
14. Assists in the preparation of reports, correspondence and other written documentation, required by the City, State or other entities.
15. Assists in responding to citizen and City staff inquiries and concerns.
16. Maintains awareness of modern public works and engineering methods and administration by attending conferences, conventions and other educational and professional meetings as budgets permit.
17. Serves as a resource for the Department management team. Attends and participates in City Council meetings, Planning Commission meetings, Community Development meetings, Park Committee meetings, work sessions and a variety of other meetings as needed or directed.
18. Performs other duties as directed or as the situation dictates.

### **ESSENTIAL PHYSICAL AND ENVIRONMENTAL DEMANDS**

Work may be performed outdoors year round in varying weather and environmental conditions. Work sites may be dusty, noisy and on occasion, hazardous. Job duties require a considerable amount of physical activity, including walking, standing, kneeling, bending, crouching, reaching and climbing. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to focus. Must be able to hear and understand voices at normal conversational levels. Incumbents must have the ability to transport themselves to and from work sites and lift up to 50 pounds occasionally and as needed. Incumbents must also possess the coordination and manual dexterity necessary to physically access and maneuver on rough terrain. Must be able to physically enter and exit confined spaces such as sanitary manholes.

or utility vaults. Incumbent must also be able to work from a ladder at heights greater than four (4) feet and ability to work from a lift in excess of 20 feet.

**EDUCATION, TRAINING, LICENSE, CERTIFICATION AND EXPERIENCE**

1. B.S. in Civil Engineering, or a closely related field preferred.
2. Completion of sixty (60) hours of course work in Civil Engineering or closely related field.
3. Certification as Engineer Intern/Engineer-in-Training preferred but not required.
4. Must possess or be able to obtain a valid driver's license.
5. The City may accept any equivalent combination of education and experience.

**KNOWLEDGE, SKILLS AND ABILITIES**

1. Knowledge of and ability to apply the principles, practices, methods, and techniques of modern civil engineering as applied to the field of public works, design and construction operations.
2. Ability to assist with planning, organizing, supervision and administering the functions of the Public Works Department.
3. Knowledge of and ability to interpret and apply Federal, State and local codes, ordinances, statutes, rules, regulations, policies and procedures.
4. Ability to apply engineering principles and techniques to the solution of engineering problems including land and municipal infrastructure development.
5. Ability to efficiently perform multiple administrative assignments with the scope of the department.
6. Ability to resolve conflicts..
7. Ability to handle confidential information in a sensitive manner.
8. Ability to prepare clear and accurate reports. Effective writing skills and oral skills sufficient to speak in public and deliver presentations.
9. Ability to work independently, as part of a team and with the public.
10. Ability to understand ordinances and other regulations.
11. General research, statistical and report writing methods.
12. Computer skills and ability to use MS Office Professional programs and computer engineering applications.
13. Ability to work a varying schedule including, evenings, weekends and holidays and extended hours in emergency, disaster or other situations influenced by workload or staffing difficulties.
14. Ability to establish and maintain effective working relations with fellow public works personnel; exercise good judgment, tact and diplomacy in dealing with City officials, department personnel, volunteers, patrons, outside agencies and members of the public.
15. Ability to maintain regular and dependable attendance on the job.

**Contributions this Position Makes to the City**

This position supports the City Engineer and contributes to the success of the City by working closely with Public Works staff, the community and private entities on initiatives geared toward the maintenance, development and/or improvement of the City and its infrastructure.

**Disclaimer**

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**Note: Background check and drug screening tests will follow conditional offer of appointment.**

I have read and understand the requirements of this position description.

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Signature

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Date

## POSITION DESCRIPTION CITY OF LA VISTA

**DEPARTMENT:** Library  
**POSITION TITLE:** Teen Coordinator, Circulation Clerk-II-**Librarian I**  
**POSITION REPORTS TO:** Assistant Library Director/Youth Services  
**POSITION SUPERVISES:**

**DESCRIPTION:**

Responsible for a variety of library tasks to ensure the efficient provision of services to the community, with a focus on teen coordinator and participant of the library's Youth Division.

**ESSENTIAL FUNCTIONS:** (with or without reasonable accommodation)

**Teen/Tween Coordinator Duties**

- Plans, coordinates, and oversees teen/tween services and programming planning, including advertising by working with city's Community Relation Coordinator on fliers. Keeps Community Relation Coordinator informed of teen activities and has events added to online Library and City calendar and other social networks as appropriate.
- Collaborates with marketing team to provide content for social media posts and design of monthly calendars and fliers. Assists with maintaining library's website, Instagram, and other online presence.**
- Responsible for teen/tween collection development including annual weeding.
- Maintains/updates the information for the Teen webpage. Works with IT Librarian to achieve.
- Networks with the La Vista's elementary, middle, and high school including driving to and from destinations.
- Performs outreach services to La Vista partners. This includes initial contacts and ongoing services and driving to and from destinations.
- Performs organization of Teen/Tween materials on an annual basis or more frequently if the situation dictates.
- Moderator of the Teen Advisory Board (TAB).
- Monitors and maintains bulletin board displays ensuring all posted materials are kept current.
- Performs Reader's Advisory, specializing in recommending titles for Teens/Tweens.
- Responsible for coordinating and overseeing the Teen/Tween Summer Reading program including coordinating prizes and involvement incentives with local area businesses.
- Responsible for Teen area displays.
- Maintains the Teen area in the library.**
- Actively participates in the Mayor's Youth Leadership Council and other city committees.**
- Responsible for the creation, planning and implementation of Teen Homeschool services.

**Youth Division**

- Active participant in the Youth Division. This includes attending meetings, sharing Teen/Tween programming, brainstorming, and assisting and utilizing other staff members with programming including ideas.

**General Library Duties**

- Provide excellent customer service to patrons and fellow employees.
- Works at the front desk as needed, performs customer service duties by answering the telephone, circulating materials, issuing library cards, collecting fines, answering inquiries on books and available resources, and ensures the confidentiality of all patron records.
- Stocks printers, copiers, and fax machine with paper as appropriate.
- Responds to patron emails in a timely manner or directs to the appropriate person.
- Assists with library displays (planning and implementing); designs and displays Teen signage to direct and inform patrons.
- Works on inventory reports, monthly statistical reports, etc. as requested.
- Maintains confidential information including papers and invoices, and shreds documents as appropriate.
- Maintain patron privacy as dictated by law.
- Shelves and shelf reads Teen library materials according to proper procedures as needed.

- Maintains clean and tidy Library environment, especially the Teen section.
- Establishes and maintains positive relations with the general public, other employees, community groups, local businesses and other area libraries.
- Assists with other Youth Services programs as needed.
- **Works independently as well as a member of the Youth Division.**
- Performs other duties as assigned.

#### **ESSENTIAL PHYSICAL AND ENVIRONMENTAL DEMANDS**

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- Work is performed mainly in an office type, indoor setting.
- Hand-eye coordination is necessary to operate computers and various pieces of office equipment with a satisfactory level of productivity.
- While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance, stoop, kneel, crouch, talk and hear.
- Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
- Must be able to hear and understand voices at normal conversation levels.
- Ability to lift a minimum of 10 pounds.

#### **EDUCATION, TRAINING, LICENSE, CERTIFICATION AND EXPERIENCE**

1. Must possess a high school diploma or GED certificate, undergraduate degree preferred.
2. Must obtain provisional certification from the Nebraska Library Commission within timeframe established by the library's accreditation.
3. Must be willing to obtain further education, training, and certifications as deemed appropriate and within a timeframe established by the library's accreditation.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

##### **Ability to:**

- Learn and apply the principles and techniques associated with professional library work, modern library systems and programs.
- Learn to utilize computers and software applications as they pertain to various library automation systems and creative displays.
- Communicate appropriately with patrons and staff members.
- Understand and implement policies in a fair and consistent manner.
- Plan and organize a personal work schedule, set priorities and meet deadlines.
- Perform job duties efficiently while managing frequent interruptions.
- Maintain calm and professional demeanor during hectic or tense situations.
- Learn and operate standard office and sound equipment, i.e. DVD, CD, copier, fax, etc.
- Learn to use specialized equipment, including laminator, and laptop with projector.
- Make change and count accurately.
- Computer skills and ability to use Microsoft Office products.
- Understand and follow both oral and written instructions and to communicate effectively, verbally and in writing, in English, with people of all ages.
- Establish and maintain effective working relationships with the public, community groups, local businesses, other employees and municipal officials.
- Ability to consistently maintain regular and dependable attendance on the job.

Note: Physical examination and drug screening tests will follow all conditional offers of employment.

#### **Disclaimer:**

This position description does not constitute an employment agreement between the City and the employee, and is subject to change by the employer as the needs of the City and the requirements of the position change over time.

I have read and understand the requirements of this position description.

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(Signature)

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(Date)

## Position Description City of La Vista

**Position Title:** Community Events Coordinator  
**Position Reports To:** Recreation Director  
**Position Supervises:** Event Staff, Volunteers

### Description

Under the general direction of the Recreation Director, the Community Events Coordinator oversees all aspects of planning, coordination, and execution of community events and activities to advance the City of La Vista's vision, goals and message.

### Essential Functions (with or without reasonable accommodation)

1. Hands-on leadership and intricate involvement in all aspects of planning, organizing, coordinating, implementing, directing, and supervising City events and activities. Maintains historical records for same.
2. Coordinates the Event Planning Team and other internal and external teams for the successful execution of all City events.
3. Responsible for the development and implementation of new events, activities and programs.
4. Works with the Communication Division to develop and administer ongoing marketing plans and strategies to effectively promote events and activities of the City.
5. Manage all logistical aspects of events and activities including "front of house" management, event staff/volunteer coverage and supervision, alcohol management, site maps, set-up/tear down and conflict resolution.
6. Assist third party partners with community events.
7. Responsible for onsite coordination and logistics for select facility rentals.
8. Responsible for recruiting, training and maintaining volunteers.
9. Responds to citizen inquiries, complaints, and information requests.
10. Develops incentives and investment opportunities for local businesses, stakeholders and others to partner in festival, events and programs.
11. Develops and manages event plan for City to ensure that the event calendar is coordinated to maximize value to the community without being overwhelming.
12. Develops annual report of activities, successes and future plans and funding sources to be presented to the governing body.
13. Researches and recommends opportunities for partnerships with outside organizations.
14. Engages with community groups and stakeholders with the goal of promoting and securing volunteers for festivals and events.
15. Responsible for negotiating and executing event contracts and service agreements.
16. Monitors and evaluates events and activities to ensure goals and objectives are met.
17. Gathers feedback and provides post-event evaluations and follow up, including financial and attendance assessments.

18. Engages with fellow team members across departments to develop and facilitate a thriving event program.
19. Responsible for structuring and maintaining event budgets.
20. Generates enthusiasm for the La Vista community from all major stakeholders and the community at large.
21. Performs other duties as directed or as the situation dictates.

### **Knowledge, Skills and Abilities**

1. Knowledge of special event planning and management.
2. Strong organizational skills with exceptional attention to detail while managing multiple tasks and changing priorities.
3. Knowledge of principles and practices of effective volunteer supervision, including selection, training and evaluation.
4. Must have strong interpersonal skills, including the ability to synthesize ideas and obtain cooperation from others in order to transform ideas into action. Must be skilled at communicating orally and in writing with emphasis on the ability to present ideas clearly and concisely.
5. Must balance focus with flexibility, enthusiasm and patience.
6. Must be willing to take ownership and initiative.
7. Well-developed time management, organizational and follow-through skills.
8. Must be able to work independently and as a member of a team.
9. Strong leadership skills, confidence in decision making, and ability to delegate and provide clear direction to staff and volunteers.
10. Establish and maintain positive working relationships and cooperate with City staff from all departments, volunteers, community groups, businesses, elected officials, executive leadership and the general public.
11. Ability to work effectively in fast-paced, stressful situations and seamlessly handle multiple tasks and responsibilities.
12. Ability to prepare and maintain accurate records and reports.
13. Computer skills and ability to use Microsoft Office products.
14. Basic mathematical skills as well as knowledge of budgeting and expenditure monitoring principles.
15. Ability to work independently, prioritize work, meet deadlines, and make decisions on the basis of established policies and procedures.
16. Ability to operate office equipment such as a photocopier, fax machine and postage meter.
17. Ability to provide own transportation.
18. Ability to work a variety of shifts, length of shifts, days of the week, weekends and holidays as events/activities require.
19. Ability to consistently maintain regular and dependable attendance on the job.

### **Essential Physical and Environmental Demands**

This position is expected to split work time between the office environment, performing related administrative duties and in the field, serving as the “front of the house” manager and primary point of contact during events.

1. Work is performed both indoors and outdoors throughout the year.
2. Employee is required to attend events that will take place outdoors in varying weather and environmental conditions. These event sites may be hot or cold, dusty, noisy and hazardous.
3. For work being performed in an office setting, hand-eye coordination is necessary to operate computers and various pieces of office equipment with a satisfactory level of productivity.
4. While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
5. Equipment operated includes audio/visual equipment, radio communications and golf carts.
6. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
7. Must be able to hear and understand voices at normal conversation levels.
8. Incumbents must have the ability to transport themselves to and from locations and lift up to 45 pounds and occasionally lifts more than 60 pounds.
9. Regular attendance as scheduled, or as otherwise necessary to fulfill the requirements of the position.

#### **Education, Training, License, Certification and Experience**

1. Graduation from an accredited university with a bachelor's degree in fields related to hotel/restaurant management, hospitality, recreation administration, leisure studies, event management, community programming, special events or other related field.
2. Two to four years of experience in event planning and management which includes coordinating the activities of volunteers.
3. Experience supervising volunteers and event staff.
4. Any equivalent combination of education, training, and experience which demonstrates the knowledge, skills, and ability to perform the above described duties will be considered.
5. Marketing, communication design experience a plus.
6. Must possess a valid driver's license.

#### **Contributions this Position Makes to the City**

Activities and events are a key component to the quality of life desired by our residents. They provide an authentic La Vista experience for the community and an opportunity for others to experience our community.

**Note: A drug screening will follow all conditional offers of employment.**

**Disclaimer:**

This position description does not constitute an employment agreement between the City and the employee and is subject to change by the employer as the needs of the City and the requirements of the position change over time.

I have read and understand the requirements of this position description.

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Signature

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Date

## Position Description City of La Vista

**Position Title:** Communication Manager

**Position Reports To:** Assistant City Administrator/Director of Community Services

**Position Supervises:** Communication Specialist, Web Team

### Description

Under the direction of the Assistant City Administrator/Director of Community Services, the Communication Manager provides leadership and direction in creating comprehensive communication and marketing strategies that advance the City of La Vista's vision, goals and message. This position is responsible for overseeing and directing communication citywide, including public information and outreach, citizen engagement, public opinion research, media relations and the City's online presence.

### Essential Functions (with or without reasonable accommodation)

1. Provides visionary and innovative leadership, direction and oversight on strategic communication planning, marketing, media, public relations, issues management and social media; works with appropriate City staff to develop the City's brand and promotes it to internal and external stakeholders to appropriately tell the City's story.
2. Establishes, manages and implements effective communications, media relations and public involvement strategies citywide to help provide timely, accurate, understandable information to the residents and others. Directs the organization, scheduling and production of informational and community information activities for the City.
3. Disseminates prompt, accurate emergency public information during emergency and disaster situations. Serves as the City's Public Information Officer.
4. Oversees response to media inquiries; ensures that the City's response meets deadlines and established practices and reflects the City's policy positions and practices.
5. Develops and directs a comprehensive marketing strategy including monitoring messages and communications to ensure consistent application of marketing and brand integrity throughout the organization.
6. Directs and plans the development and production of communication materials, including brochures, flyers, press releases, public service announcements, information pamphlets, media announcements, public presentation materials, speeches, award submissions, social media content and other promotional public information materials needed to inform members of the public; ensures distribution of produced materials.
7. Manages relationships with neighborhood and community groups and other regional agencies; facilitates and stimulates stakeholder communication and participate in community outreach programs; interprets and explains City programs and philosophies.
8. Determines the best method and media suitable to properly inform citizens, and to promote awareness and understanding of City accomplishments, activities, programs and services, produces appropriate content and programming for each available platform.
9. Responds strategically and proactively to emerging community issues by consulting with the City Administrator and executive management to develop key messages and executive communication strategies.

10. Develops comprehensive approach to engage residents, businesses, and community groups; responds to inquiries and addresses sensitive issues from the public and responds appropriately.
11. Represents the City at professional and civic meetings, various boards and commissions, councils and regulatory agencies.
12. Works on special projects as necessary.
13. Serves as staff resource for the development, support and implementation of the City's community visioning and community engagement efforts.
14. Responsible for the administration and advancement of the city's website.
15. Develops and implements key performance indicators to demonstrate how effectively the city is achieving objectives. Meets strategy objectives of developing annual and multiyear communication plans.
16. Plans, organizes and coordinates complex projects including the development and execution of a comprehensive communications plan.
17. Leads the City's social media efforts and cross departmental social media team.
18. Collaborate with departments to plan and coordinate public meetings, surveys, marketing, event promotions, projects and other outreach efforts.
19. Manages the City's central electronic media repository.
20. Prepares budget for the division; monitors budget to ensure budgeted amounts are not exceeded.
21. Maintains confidentiality of all privileged information.

**Note:** Physical examination and drug screening tests will follow all conditional offers of employment.

### **Essential Physical and Environmental Demands**

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

1. Work is performed mostly in office settings. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.
2. Employee must be able to transport himself/herself to and from various locations to attend meetings and events.
3. Employee is required to attend events that will take place outdoors in varying weather and environmental conditions. These event sites may be hot, cold, dusty and/or noisy.
4. While performing the duties of this job, the employee is occasionally asked to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
5. The employee performs some light physical labor involved in the set-up of special events including occasional lifting and/or moving of equipment up to 20 pounds and photographic coverage of events and activities.
6. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
7. Must be able to hear and understand voices at normal conversational levels.

### **Education, Training, License, Certification and Experience**

1. Bachelor's degree from an accredited college or university with major course work in Journalism, Public Relations, English, Communication, Marketing, Public Administration, Business Administration or a closely related field.
2. Must possess a valid driver's license.
3. Three to five years of experience in public relations, writing, media relations, events coordination and marketing. Prior governmental experience desirable.

## **Knowledge, Skills and Abilities**

1. Management abilities including planning, organizing and budgeting, problem analysis and decision making, leadership, adaptability and flexibility, stress tolerance, time management, and interpersonal sensitivity.
2. Ability to exercise good judgment and use creative problem-solving skills to make sound decisions in a manner consistent with essential job functions and organizational philosophy.
3. Knowledge of general theories, principles, techniques and objectives of public information including communication, research, journalism, marketing, public relations, graphic design, and organizational communications.
4. Knowledge of local and regional public affairs.
5. Proficient in the use of Microsoft Office, Adobe Creative Cloud applications, as well as website content management systems.
6. Knowledge of project management principles, practices, techniques and tools.
7. Knowledge of communication and publication techniques and practices, including, but not limited to, video production, social media management and graphic design.
8. Knowledge of all types of communication media, including uses and format requirements.
9. Skills in organizing resources and establishing priorities.
10. Conflict resolution skills.
11. Advanced writing, editing, English usage, spelling, grammar, and punctuation skills.
12. Ability to compose news articles, television scripts, reports and letters.
13. Ability develop public information and marketing plans.
14. Ability to conduct research, compile and analyze data; prepare narrative and statistical reports.
15. Ability to establish goals and priorities yet remain flexible and nimble with shifting priorities as needed or directed.
16. Skills in media relations.
17. Ability to provide effective advice and counsel on strategic and/or critical public relations issues.
18. Ability to develop, implement, and evaluate public opinion surveys and related data collection vehicles.
19. Ability to perform mathematical calculations.
20. Ability to develop, organize and coordinate a communication program.
21. Ability to exercise judgment in release of information; give information rapidly, accurately and tactfully.
22. Ability to communicate effectively, both orally and in writing, and in an interesting manner to various audiences.
23. Ability to establish and maintain effective working relationships with City officials, employees, volunteers, the public and news media.
24. Ability to plan and direct the work activities and monitor performance of assigned personnel.
25. Ability to maintain confidentiality.
26. Ability to apply common sense understanding in carrying out written and oral instructions.
27. Ability to work independently, prioritize work, meet deadlines, and make decisions on the basis of established policies and procedures.
28. Ability to work a varying schedule, including evenings and weekends.
29. Ability to maintain regular and dependable attendance on the job.

**Contributions this Position Makes to the City**

This position leads the City's strategic brand and communication efforts to inform the community about city services, programs, initiatives and others to improve the quality of life for residents and increase transparency of government operations.

**Disclaimer**

This position description does not constitute an employment agreement between the City and the employee. It is subject to change as the needs of the City and the requirements of the position change over time.

**Note: Drug and background screens will follow all conditional offers of employment.**

I have read and understand the requirements of this position description.

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Signature

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Date

## POSITION DESCRIPTION CITY OF LA VISTA

**POSITION TITLE:** Police Academy Director  
**POSITION REPORTS To:** Police Chief  
**POSITION SUPERVISES:** Police Academy Training Instructors

**DESCRIPTION:**

Under administrative direction of the Police Chief, the position is directly responsible for curriculum and training policy development and implementation in administering the State Certified Police Training Program (in accordance with the responsibilities and duties of the training director as established by the Nebraska Police Standards Advisory Council, as set forth in Title 79, Chapter 16); oversees and supervises Training Instructors; and performs related work as required.

**ESSENTIAL FUNCTIONS:** (with or without reasonable accommodation).

1. Provides direction and oversees activities and operations of assigned functions to assure maximum efficiency and effectiveness in meeting established goals and objectives.
2. Works closely with the Agency Heads of the Participating Agencies to ensure that internal systems are operating effectively.
3. Provides leadership, direction and guidance in overall financial strategies and organizational priorities.
4. Coordinates and guides strategic processes based on present and future service demands in areas of responsibility.
5. Coordinates, supervises, and evaluates all of the instructional staff, involving curriculum, assignment of duties, planning, coordinating, and evaluation of work.
6. Develops the curriculum for state certified training programs by conducting research relative to curriculum development, preparing course outlines, handout materials, audio-visual materials, and other resource materials relative to the criminal justice and law enforcement fields.
7. Prepares written evaluations on all course material presented for certification by law enforcement instructors.
8. Instructs law enforcement, corrections, and specialized training courses as necessary.
9. Attends training or education sessions and may represent the agency at conferences.
10. Provides technical assistance to law enforcement instructors.
11. Performs responsibilities in a manner that clearly shows effective communication and collaboration and that promotes open exchange of information, respect, high ethical standards and professionalism.
12. Supervises and provides direction and guidance to assigned staff; evaluates and reviews work performance; works with employees to correct deficiencies; documents corrective action and applies City policy as needed.
13. Prepares a variety of studies, reports and related information for decision-making purposes; conducts research, does analysis, and prepares recommendations regarding policies, procedures or proposals for programs, grants, services, budget, equipment, etc.
14. Directs the implementation of educational and training programs for Police Department employees.
15. Maintains awareness of modern police methods and administration by attending conferences, conventions and other educational and professional meetings.
16. Makes public presentations.
17. Performs other duties as directed or as the situation dictates.

**ESSENTIAL PHYSICAL AND ENVIRONMENTAL DEMANDS**

- Work is performed both indoors and outdoors year round in varying weather and environmental conditions. Exposure to climatic conditions includes hot, cold, wet and/or humid weather conditions.
- Work is also performed in office settings. Hand-eye coordination is necessary to efficiently operate computers and various pieces of office equipment.

- While performing the duties of this job, the employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk and hear.
- The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and the ability to adjust focus. Must be able to hear and understand voices at normal conversational levels.

**EDUCATION, TRAINING, LICENSE, CERTIFICATION AND EXPERIENCE**

1. Bachelor's Degree in criminal justice or related field plus ten years increasingly responsible law enforcement experience including supervisory and administrative experience OR Master's degree in criminal justice or related field and five years increasingly responsible law enforcement experience including supervisory and administrative experience.
2. Two years of demonstrated background/experience in the planning/presenting/delivery of law enforcement training and/or related field through formal training sessions, workshops, seminars, or other instructional venues.
3. Must possess a valid driver's license.
4. Must be a U.S. citizen.

**SPECIAL REQUIREMENTS**

1. No prior criminal history
2. Must not engage in conduct or a pattern of conduct that would jeopardize public trust; must be of good moral character.

**KNOWLEDGE, SKILLS AND ABILITIES**

1. Excellent leadership and communication skills.
2. Outstanding interpersonal skills to provide effective leadership to subordinates, and to develop cooperative working relationships with law enforcement officials, fellow employees, members of the public, and patrons.
3. Ability to establish and maintain effective working relations with law enforcement officers and supervisors; exercise good judgment, tact and diplomacy in dealing with city officials, department personnel, volunteers, patrons, outside agencies and the public.
4. Knowledge of personnel laws, principles and procedures and skills in training, supervision, employee counseling/discipline, classification and personnel policies.
5. The ability to evaluate and make recommendation on training programs, policies and operational needs.
6. Ability to accomplish tasks in a timely manner to meet deadlines.
7. Ability to analyze organizational and administrative problems, adopt an effective course of action and provide leadership to others in such actions.
8. Ability to work independently, as part of a team, and with the public.
9. Ability to provide own transportation.
10. Ability to resolve conflicts.
11. Ability to maintain regular and dependable attendance
12. Effective writing skills and sufficient oral skills to speak in public and deliver presentations.
13. Knowledge of applicable state, federal and local ordinances, laws, rules, and regulations.
14. Knowledge and understanding of computer operations.
15. Extensive knowledge of the principles and practices of modern police department administration, organization and operations. Knowledge of the equipment, automation, and weapons used in modern law enforcement, including communications systems and vehicles.
16. Knowledge of the laws governing rights of citizens, custody of persons, search and seizure, the rules of evidence, and the maintenance and use of police records and their application to the solution of police problems.
17. Ability to handle confidential information in a sensitive manner.

**Contributions this Position Makes to the City**

This position provides highly responsible assistance to the Police Department and contributes to the success of the City by coordinating training of police employees and recruits.

**Disclaimer:**

This position description does not constitute an employment agreement between the City and the employee, and is subject to change by the employer as the needs of the City and the requirements of the position change over time.

**Note: Physical examination and drug screening tests will follow all conditional offers of employment.**

I have read and understand the requirements of this position description.

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(Signature)

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(Date)