

## **PUBLIC SERVICES OPERATIONS ANALYST**

### **General Statement of Duties**

Individual will support the Public Services Department with internal and external customer service communications, marketing of department programs, public education and outreach, community engagement and other special events. Individual will work with staff to craft press releases, manage social media platforms, engage local media, explore marketing trends, coordinate promotional and outreach opportunities and recommend communications methods for the department. Individual will perform technical, professional, and administrative work related to the development and management of spatial and non-spatial information in the Public Services Department. Individual will provide administrative support for financial forecasting, data analysis, productivity benchmarking and other special research assignments as necessary.

### **Distinguishing Features of the Class**

An employee in this class uses communication and organization skills to provide customer service, data research, financial forecasting, data analysis, public marketing, social media coordination and public engagement. This employee will provide leadership and coordination of public Information efforts for the Public Services Department and must be able to communicate effectively with staff from all five divisions of the Public Services Department, other Town departments, elected officials and the general public. This employee reports to the Public Services Operations Manager.

### **Essential Duties and Tasks**

Coordinates with staff from all five divisions of Public Services on public relations, communications, marketing programs, outreach activities, and special events.

Develops non-spatial projects, including fiscal analysis, for internal staff with the ability to produce reports, charts, graphs and statistics

Interpreting, monitoring and reporting financial information and statistics.

Makes presentations to staff, elected officials, and others as necessary

Supports the Department Work Order Management Systems

Utilizes GIS layers and databases to prepare maps, analyze routes and complete analytical and statistical reports. Serves as staff liaison to various internal and external committees

Provides customer service support

Special related assignments as necessary

Performs related duties as required.

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

Principles and practices of public information, communications, and marketing.

Develop and facilitate strategies to advance Public Service's messaging and brand.

Providing advice and counsel on appropriate media, marketing and communication strategies.

Knowledge of mapping software and databases

Knowledge of the terminology, methods, practices and techniques of GIS, Cartography and Geography

Thorough knowledge of Microsoft Office; specifically, Excel and PowerPoint

Thorough knowledge of statistical analysis

Basic understanding of geospatial statistical approaches including but not limited to regression, hot spot analysis and interpolation

Ability to analyze and systematically compile data and determine appropriate graphic presentation

Ability to establish and maintain effective working relationships with others

Ability to work alone or in groups

Ability to understand and follow complex written and oral instructions, ability to understand and follow written Town Ordinances, Standard Specifications, and State/Local Codes

General knowledge of basic principles of municipal government, specifically as it relates to Public Services

Excellent organizational skills and attention to detail

Strong written and verbal communication skills

## **Physical Requirements**

Individual must be able to perform the physical life functions of climbing, walking, talking, hearing, and repetitive motions

Individual must be able to perform sedentary work

Able to lift up to 30lbs.

Individual must possess visual acuity to produce and review written reports and records including mathematical calculations, to analyze data, and to read, specifications, maps, schematic drawings and plans

## **Desirable Education and Experience**

Associate's Degree in Public Administration, Geography, Environmental Science, Business Administration; or an equivalent combination of education and experience.

**Special Requirements**

Individual shall possess a valid North Carolina driver's license, Class C.

**Fair Labor Standards Act (FLSA) Status**

Non-Exempt

2025