

EXHIBIT A- SCOPE OF WORK

Either directly or in a support role to the Assistant City Manager:

- a. Create standard procedures and processes for communication with the public.
- b. Identify training programs and opportunities regarding public relations and communication for city staff.
- c. Develop and distribute press releases, social media content, and website updates regarding City initiatives, public safety alerts, events, and other relevant information.
- d. Act as the City's spokesperson during emergencies and public safety incidents, coordinating with the Nome 911 Center and Emergency Management as necessary
- e. Plan and implement public engagement strategies, community forums, and informational campaigns in response to community needs or events