



POSITION DESCRIPTION

Class Title: Communications and Economic Development Coordinator
Department: Administration
Location: City Hall
FLSA Status: Exempt
Updated: May 2024

GENERAL PURPOSE

Responsible for managing the day-to-day operations of the Columbus Cable Channel, as well as communicating important City information to staff, residents, property owners, businesses and visitors alike. This position requires creativity and insight to leverage our programming assets, enhancing the City's brand while also communicating important news and updates across multiple platforms. Assists with the City's economic development in research, analysis and code enforcement.

SUPERVISION RECEIVED

Works under direct supervision of the Community and Economic Development Director. Also receives guidance from the Cable Commission, although it is advisory in nature.

SUPERVISION EXERCISED

Provides direct supervision to the part-time Production Specialist.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Film and broadcast City government meetings to public access and approved online formats.

Film, produce, and/or broadcast programming that supports the goals of the Cable Commission's master plan for public access programming.

Manage the Media and Cable Commission assets. Maintain an accurate inventory of the cable supplies and equipment, and develop plans for replacing and upgrading cable equipment in consultation with the Cable Commission.

Market and promote City events, departments, and programs using multiple methods and platforms to maximize the message penetration.

Market and promote tourism events using multiple methods and platforms to maximize marketing penetration.

Prepare accurate and professional documents, records, reports and correspondence.

Ensure City's website and other digital platforms are current and accurate by evaluating data and informing appropriate staff to review, update, or correct information as necessary.

Advise and assist City staff in communicating important information to the public leveraging multiple methods and platforms as appropriate.

Staff the Cable Commission.

Staff the Tourism Commission.

Assist in the development of the Media, Cable Commission and Tourism budgets and administer them according to the annual budget authorization & related policies.

Assist in the development, enhancement, and strengthening of the City's brand identity.

Supervise, direct, and evaluate part-time Production Specialist position.

Conducts background research and analysis for the development of various community development programs and policies.

Assists in economic development marketing using City and state/regional partner digital media.

Assists in supporting HLPC, CDA, and Plan Commission.

Assists in basic code enforcement activities.

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES

Ability to establish effective working relationships, use good judgment, initiative, and resourcefulness when dealing with the public, community leaders, and other employees.

Experience with video production, video editing, graphic design, and Photoshop methods and techniques.

Effective use of existing and emerging social media platforms, websites, and other digital outlets to communicate.

Principles and techniques of communications, public information, public relations, advertising, and marketing.

Communicate clearly and concisely, both orally and in writing, using proper grammar, vocabulary, spelling and punctuation.

Respond to questions or concerns from residents, property owners, businesses, visitors, or elected officials using tact and diplomacy, with an exceptional level of customer service.

Run wires or cables to equipment, receivers, and other electronic devices.

Maintain ability to travel throughout the City for meetings and training.

Maintain prompt, predictable, and regular physical attendance.

Valid Wisconsin Driver's License.

QUALIFICATIONS

Associates Degree in a field related to communication, marketing, journalism, graphic design, information technology, or another relevant field.

OR

Two years combined professional experience in broadcast or video production, marketing, communication, media relations, graphic design, information technology, or a related field.

TOOLS AND EQUIPMENT USED

Video and still cameras; digital recorders; personal computer; broadcast and recording equipment, video processing and editing software; word processing, spreadsheet, database and internet browsers; phone; copy machine; city vehicles and equipment.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull up to 40 pounds of weight; to operate office equipment requiring repetitive and movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; ability to distinguish colors.

Hear in the normal audio range with or without correction.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

The noise level in the work environment is usually moderately quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

ACKNOWLEDGEMENT

I acknowledge that I have read the job description for my employment position with the City of Columbus and I certify that I can perform these functions.

Employee Name – Please Print

Employee Signature

Date