



## POSITION DESCRIPTION

**Class Title:** Communications and Economic Development Coordinator/Deputy Zoning Administrator  
**Department:** Administration  
**Location:** City Hall  
**FLSA Status:** Exempt  
**Updated:** 2026

### **GENERAL PURPOSE**

The position supports the Director of Community and Economic Development with executing programming in land use planning, community and economic development, code enforcement, communications, and historic preservation. The position requires the ability and skill to coordinate communications through video, web sites, social media, and other mediums. This position works closely with city council, committees, city and utility staff, and the general public.

### **SUPERVISION RECEIVED**

Works under direct supervision of the Community and Economic Development Director.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Organizes the filming City government meetings and posting to approved online formats. Coordinates a team- oriented approach to filming public meetings and posting on city web site. Provides training and written instructions for filming meetings
- Manages and coordinates media assets, web site, social archiving and their associated contracts
- Leads all aspects of communications including training, policies, and implementation. Provides support and guidance to city departments and Columbus Utilities
- Ensures 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.
- Coordinates and manages the City's online permitting system
- Co-leads and manages GIS services supporting city departments and Columbus Utilities
- Provide staff support for various committees including but not limited to plan commission, community development authority, tourism commission, historic preservation commission
- Serves as liaison to the Chamber of Commerce

- Assist in the development of budgets for the Community and Economic Development Department, Tourism, Community Development Authority and Media.
- Conducts background research and analysis for the creation/modification of various community development programs and policies.
- Assists in code enforcement activities.
- Coordinate various development permits and respond to citizen/developer questions related to development regulations.
- Other duties as assigned.

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

Theory and practice of land use planning and economic development

Ability to establish effective working relationships

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.

Respond to questions or concerns from residents, property owners, businesses, visitors, or elected officials

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 land use planning, business development, communication, marketing, media relations, information technology, or another relevant field.

OR

Two years combined professional experience in land use planning, business development, , marketing, communication, media relations, , information technology, or a related field.

### **TOOLS AND EQUIPMENT USED**

Online GIS tools, 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.

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Employee Name – Please Print

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Employee Signature

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Date