



Position: Communications Specialist

Department: Administration

Status: Non-Exempt

Last Updated: 09/05/2023

General Purpose:

Under the general administrative direction of the City Administrator, the Communications Specialist shall serve as a liaison for the City to the public on a variety of topics. Performs research, write and edit press releases, social media management, design, and photo editing, website maintenance, and communications tasks necessary to develop and administer the City's community relations and public information. The Communications Specialist will create consistent, including meaningful content on all social media platforms and coordinate all responses to resolve any resident or business complaints or criticisms posted on social media.

Supervision Received:

The Communications Specialist works under the supervision of the City Administrator.

Supervision Exercised:

None.

Essential Duties & Responsibilities:

- Work to manage the City's brand, to develop, implement, and maintain an effective public information program and coordinate public relations activities for City Council, City Administrator, and City departments.
- Execute a weekly, in person strategy discussion with city administrator and city departments.
- Monitor local and national publications and online alerts for stories about the city.
- Monitor and report on communications metrics on a monthly basis. Metrics may include, but not limited to, hits per page, most visited page, total views, total time spent on website and social media pages, bait clicking and other performance measures as determined.
- Develop and manage a 12-month calendar for city communications and related plan for executing plan.
- Provide leadership and direction for implementation and maintenance of a city-wide strategic communication plan that keeps the public and workforce highly informed. Engages in public and local government and manages media relations.
- Champion, manage, and monitor the use of all forms of communication including social media platforms, the city's media channels, print materials, and other communication methods that are available in the future.
- Coordinate and administer the city's message across all communication platforms to portray a concerted, organized and clear message.
- Work with City Administrator as directed to develop and maintain a weekly update to inform and educate subscribers of city issues, meetings, events, programs, services, and projects, as directed.
- Work with City Administrator, city departments, city partners and influencers to gather news about the city for distribution via social media, e-news platforms or city website.



- Evaluate, promote, and provide recommendations to the City Administrator on an emergency communications platform (Everbridge/Reverse 911) to support strong community outreach and consistent messaging.
- Develop a plan to reach target audience with all types of city communication platforms.
- Develop and administer survey platforms to gain public input on key issues, as directed.
- Enhance the city's public media outlets to include providing strategic support for communications projects, initiatives, campaigns designed to advance the city's image, mission, vision, and brand.
- Create messaging to drive interaction and build excitement through sharing relevant content. Draft and edit news releases, media advisories, informational matter and distributing to designated media outlets upon direction and approval of the city administrator or designee.
- Act as the city's official spokesperson with the media, as directed.
- Create content and coordinate press releases/conferences.
- Manage media inquiries and interview requests.
- Proactive media relations, through writing, reviewing and editing of news releases, emails, articles, postings, and publications.
- Facilitate news conferences and prepare all necessary materials as needed.
- Work with any city designated branding and marketing firms, to develop, implement, and maintain an effective public information program and coordinate public relations activities for the city council, city administrator, and city departments.
- Proactively promote city accomplishments and activities.
- Provide and coordinate media training to management and employees as requested or needed.
- Provide presentations and staff reports at city council meetings and other public meetings as required.
- Assist and counsel elected officials, city administrator and department heads concerning public relations (24/7 function).
- Develop crisis strategy and training programs for the department heads and city council.
- Provide 24/7 crisis response.
- Develop messaging and communication tools for various departments to convey city performance measures.
- Provide post-crisis evaluation and debriefing, as necessary.
- Create and maintain city social media and web site pages and profiles.
- Moderate user-generated content and messages appropriately, based on the city's policies.
- Update or coordinate updates to the city web site and monitor content to ensure content is relevant and timely.
- Coordinates with other departments to generate content for the city web site.
- Manage and coordinate responses to resident or business inquiry with appropriate department to ensure timely and correct response. Will coordinate responses across multiple departments as necessary. Will track responses for reference and trend analysis.
- Compose, type, edit, and proofread correspondence, memorandums, and email communications with attention to accuracy and completeness.
- Coordinates Community Surveys, as directed.



- Coordinates meetings with City Administrator and Department Directors on communication strategy and brand message in addition to development of communication messages related to departmental operations.
- Perform other duties as assigned.

Desired Minimum Qualifications

- 2+ years' experience in digital marketing and social media management.
- Strong familiarity with business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.).
- Strong familiarity with web site management.

Education & Experience:

- Bachelor's degree in marketing, communication, or related field.
- Municipal, administrative assistant experience preferred.

Knowledge, Skills, and Abilities:

- Read, clearly speak, and legibly write the English language.
- Excellent customer service skills.
- Knowledge of project management and web design best practices.
- Knowledge of Adobe Photoshop.
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns.
- Ability to provide effective content support, anticipate needs, solve problems, and work towards positive solutions.
- Ability to exercise diplomacy and maintain confidentiality.
- Ability to properly maintain and organize office files and records.
- Ability to respond to email requests in a timely manner.
- Knowledge of Microsoft Word, Excel, Access, Publisher, and Outlook as well as Adobe Acrobat, and the ability to learn other software as needed.
- Ability to communicate effectively both verbally and in writing, using complex sentences, proper punctuation, spelling and grammar.
- Ability to apply common sense understanding to carry out detailed instructions, prioritize multiple tasks and work independently to meet deadlines.
- Ability to enhance relations with coworkers and the public with a professional demeanor, sensitivity and tactfulness.
- Ability to acquire cross training skills necessary to assist in other Departments as required.
- Ability to acquire and apply thorough knowledge of City and Department policies and procedures.

Tools & Equipment, Physical Demands, Working Conditions

Tools and Equipment:



The following list of tools and equipment is a representative and not necessarily all-inclusive inventory of items needed to successfully perform the essential job duties:

Telephone, facsimile, photocopier, printer, document scanner, personal computer, calculator, audio/visual equipment, motorized vehicles and equipment, and mobile phone.

Physical Demands:

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

While performing the duties of this job, the employee is regularly required to sit for extended periods of time, possess average ordinary visual acuity necessary to prepare or inspect documents or operate office equipment, talk reach with hands and arms, walk, climb and descend stairs, bend, crouch, lift and/or move up to 25 pounds. Frequent and regular movements are required using wrists, hands and fingers to feel, handle, or operate equipment, tools or controls. Effective audio-visual discrimination and perception to quickly and accurately make observations, correctly identify red, yellow, blue and green, distance and peripheral vision, depth perception and the ability to adjust focus is also required. Hearing must be sufficient for average or normal conversations, to understand verbal direction, and to detect abnormal equipment operation and alarms.

Working Conditions:

Work activities are conducted in a climate controlled open office environment and noise levels are usually quiet. This position routinely uses standard office equipment including computers, phones, photocopiers, filing cabinets, adding machines, and fax machines. There are no hazardous or significantly unpleasant conditions.

The weekly work schedule is approximately 40 hours in duration, Monday through Friday and may be extended in the event of an emergency, disaster, workload, or the need to complete time-sensitive work. Some attendance at evening meetings may occasionally be required.

Performance Measurements & Selection Guidelines

- Regularly arrives for work on time prepared to perform the duties of the job.
- Projects a professional image as a representative of the city.
- Adheres to City and Department policies and procedures.
- Sets a standard of excellence in customer service.
- Consistently produces accurate work and meets deadlines.
- Uses available methods to track on-going or semi-regular tasks and project deadlines.
- Completes routine or regular tasks without being directed by others.
- Displays composure, friendliness and respect in treatment of the public and co-workers.
- Respects the potential confidential nature of some aspects of the position.
- Adapts to changes in the work environment and manages competing demands.
- Has a thorough knowledge of the Department's policies, procedures, rules, regulations, structure and operations and uses it appropriately to resolve problems and crises.

