

Position Title: Marketing and Communications Specialist

Reports To: City Manager Salary

Range: TBD

Position Summary

The Marketing and Communications Specialist develops and manages communication strategies that promote city services, programs, events, economic development initiatives, and community engagement. This role is responsible for creating compelling content, managing digital communications, supporting media relations, and ensuring consistent public messaging across multiple platforms. Serves as a key liaison between the city government and residents, businesses, visitors, and community stakeholders.

Key Responsibilities Communications & Public Relations

- Develop and implement strategic communication and marketing plans.
- Write and edit press releases, newsletters, speeches, talking points, and public announcements.
- Coordinate media inquiries and maintain relationships with local and regional media outlets.
- Assist with crisis communication and emergency messaging as needed.
- Ensure consistent branding and messaging across city departments.

Digital & Social Media Management

- Manage the city's website and social media platforms.
- Create engaging digital content including graphics, videos, and photography.
- Monitor social media engagement and respond to public inquiries professionally.
- Track analytics and prepare performance reports on communication campaigns.

Community Engagement

- Promote city events, public meetings, and community initiatives.
- Coordinate public information campaigns and citizen engagement activities.
- Represent the city at community events and meetings when appropriate.

Marketing & Branding

- Develop promotional materials for economic development, and city services.
- Maintain city brand standards and visual identity guidelines.
- Coordinate advertising campaigns and marketing partnerships.
- Collaborate with internal departments on promotional initiatives.

Administrative & Project Support

- Manage communication project timelines and vendor coordination.
- Maintain photo, video, and content archives.
- Assist with budget tracking related to marketing and communications activities.
- Perform other related duties as assigned.

Qualifications Education

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, Public Administration, or related field. **Experience**
- 2–5 years of experience in communications, marketing, public relations, or digital media.
- Government or municipal experience preferred.

Knowledge, Skills, and Abilities

- Excellent written, verbal, and interpersonal communication skills.
- Strong understanding of social media platforms and digital marketing tools.
- Experience with graphic design and content creation software.
- Ability to manage multiple projects and meet deadlines.
- Knowledge of public information practices and community engagement strategies.
- Familiarity with website content management systems (CMS).
- Strong photography and videography skills are a plus.

Preferred Software & Tools

- Adobe Creative Suite
- Canva
- Microsoft Office Suite
- WordPress or other CMS platforms

- Social media scheduling and analytics tools

Working Conditions

- Primarily office-based with occasional evening and weekend events.
- May require attendance at city council meetings, community meetings, and city events

The City of Jonesboro is an Equal Opportunity Employer

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