

To Review

City of Jonesboro Government

Job Title: Communications & Social Media Specialist (Part-Time)

Pay Rate: \$X - \$X

Schedule: Part-Time (20-25 hours per week)

Department: City Administration

Reports To: City Manager or Designee

Position Summary:

The City of Jonesboro is seeking a creative, detail-oriented, and community-driven Communications & Social Media Specialist to manage and enhance the City's public-facing messaging. This part-time position will be responsible for developing, implementing, and maintaining engaging communications strategies across various platforms, including social media, the City's website, newsletters, and press releases. The ideal candidate will help shape the City's public image and improve communication with residents, stakeholders, and the media.

Essential Duties and Responsibilities:

- Create, schedule, and manage content across official City social media platforms (e.g., Facebook, Instagram, X/Twitter, YouTube, etc.).
- Monitor social media channels and respond to public inquiries in a professional and timely manner.
- Develop digital campaigns to promote City events, programs, services, and announcements.
- Draft press releases, talking points, newsletters, and public service announcements.
- Maintain and update content on the City's website to ensure accuracy and timeliness.
- Attend and provide live coverage for City-sponsored events, meetings, and programs (some nights and weekends may be required).
- Monitor analytics and engagement metrics to assess the effectiveness of communication strategies and provide regular reports.
- Coordinate with department heads to highlight City initiatives and promote transparency.
- Stay informed on social media and communication trends, proposing innovative strategies to enhance outreach.
- Assist in crisis communication efforts when needed.

Minimum Qualifications:

- Associate or bachelor's degree in communications, Public Relations, Marketing, Journalism, or related field preferred.
- At least one 2 years of experience in communications, social media management, or public relations (municipal or government experience is a plus).

- Strong written and verbal communication skills.
- Proficiency in using social media platforms and scheduling tools (e.g., Meta Business Suite, Canva, etc.).
- Familiarity with website management tools.
- Ability to work independently, manage multiple tasks, and meet deadlines.
- Must possess good judgment and a commitment to professional ethics and confidentiality.
- Must be able to attend events or respond to urgent communication needs after hours on occasion.

Working Conditions:

- Office environment with some work outdoors during city events.
- Occasional evening or weekend hours may be required.
- The position is part-time and not eligible for full-time benefits.

Application Instructions:

Interested applicants should submit a resume, cover letter, and at least two examples of previous communications or social media work on the Jonesboro Government website "Employment Opportunities" under the appropriate job posting. *City of Jonesboro, www.jonesboroga.gov,*

The City of Jonesboro is an Equal Opportunity Employer. All qualified applicants are encouraged to apply regardless of race, color, religion, gender, national origin, disability, or veteran status.

*GA. Average Salary = \$3,862.⁰⁰
\$25.90 per hour*