



Marketing and Communications Coordinator Job Description

Under the general administrative direction of the City Manager or designee, the Marketing and Communications Coordinator manages public information communications, which includes media relations and publicity activities to inform the public, foster civic involvement, and heighten awareness of City activities, services, and programs; to coordinate activities designed to provide external and internal audiences with current information regarding all aspects of City operations and services.

Reports to:

City Manager

Hourly Rate:

\$21.58- \$23.24

Essential Functions:

NOTE: Regular attendance is considered an Essential Function for this position.

- Provide communications and media relations support to city management and council, including coordinating key messages, talking points, media Q&A, and writing columns, letters, and speeches.
- Serve as a resource for identifying potential public relations issues and collaborating on strategic solutions.
- Serve as the city's media representative with print, broadcast, and online media. As needed, serve as the City's spokesperson in media interviews.
- Provide support to city management and council in media relations.
- Coach staff in media response. Maintain current media contacts database. Work with media outlets to encourage favorable coverage of events.
- Plan and host press conference events.
- Manage marketing programs and initiatives, monitor communication strategies, create educational video and graphic content, and develop informational initiatives.
- Assists with the city's public website management through regular updates and content creation, including copy and graphics.
- Provide customer service, presentations, and correspondence to the public, partners, and stakeholders.
- Coordinate the city's communications and marketing efforts, including graphics, video, and marketing/advertising support.
- Coordinate and develop marketing materials consistent with the City of Manor's design quality and brand image.

- Evaluate and report on the success of city social media by gathering and analyzing data and providing feedback from social media trends and research
- Attends public and/or internal meetings to capture and record images and video of presentations and other events for internal purposes or use in city communications.
- Assists with special projects and a wide range of communication tasks as needed or assigned.
- Other duties as assigned.

Qualification Requirements:

- Must possess exceptional copywriting, speaking, and presentation skills and be comfortable on-camera.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Interpret and apply applicable federal, state, and local policies, laws, and regulations.
- Analyze and assess programs, policies, and operational issues, concerns, and needs.
- Establish and maintain an effective working relationship with all levels of management, City officials, vendors, other employees, and the public.
- Effectively respond to high-pressure environments; meet deadlines and perform multiple tasks under pressure; work with frequent interruptions and changes in priorities.
- Should have a working knowledge of public information, public relations, marketing principles, graphic design and development, brand communication, industry software, file formats, and web posting.
- Provide excellent public relations and customer service, often to multiple customers simultaneously.
- Communicate effectively with diverse groups of individuals utilizing tact and diplomacy. Discern and observe the needs of the public. Handle difficult customers.
- Assist in the formulating, implementing, and administering of policies and procedures for effective fiscal control.
- Exhibit good professional judgment, analyze facts, recognize problems, and formulate and implement viable solutions.
- Proficiently use general office machines, such as phones, computers, calculators, copiers, scanners, and fax machines.
- Proficiently use computers and Microsoft Office applications; learn and proficiently utilize new computer applications, including Incode software.

Education/Experience Required:

- Bachelor's degree in communications, Film/TV/Digital Media, Graphic Design, Marketing, Journalism, or any other related field.
- Minimum of one-year related work experience.

Other Requirements:

- Valid Texas Class C Driver's License with a satisfactory driving record, as defined by City policy.
- Proof of citizenship and/or eligibility to legally work in the United States.
- Satisfactory background check
- Must submit to and pass a pre-employment drug test.

Preferred Certification:

- First Aid and CPR/AED

Supervisory Responsibilities:

No

Working Conditions:

The work condition characteristics described here are representative of those encountered by an employee while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

- A portion of work occurs in an outdoor setting in extreme temperatures, including heat, cold, temperature swings, and inclement weather. Subject to sunburn and other sun exposure-related incidents.
- Does include flexible hours, including weekends, holidays, and some after-hours work or overtime work in response to emergencies and meetings
- Stressful situations are inherent to this position.
- Work may require travel, including overnight stays, involving training and conducting City business.

Physical Requirements:

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

- Must be able to sit or stand for long periods, answering phones, assisting defendants, performing computer work, filing, copying, scanning, and other administrative work.
- Must possess general manual dexterity to operate computer, office machines, perform filing or other office functions; and reach with hands or arms.
- Must be able to move about office, bend, or stoop, retrieve files, lift books or other materials, use stepstools and stepladders to store and retrieve items of various sizes, shapes and forms weighing up to 30 pounds.
- Must be able to handle stressful situations.
- Must possess mental acuity for attention to accuracy and detail.
- Must see in the normal visual range with or without correction.
- Must hear in the normal audio range with or without correction.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

This description reflects management's assignment of essential functions; it does not proscribe or restrict the tasks that may be assigned.

The City of Manor is committed to compliance with the American Disabilities Act & Accommodations Act. If you require reasonable accommodation during the application process or have a question regarding an essential job function, please contact the Human Resources Department at (512) 272-5555.

The City of Manor is an Equal Opportunity Employer