

Job Descriptions*

POSITION TITLE:	Communications Specialist	Education Levels:
DEPARTMENT:	Administration / GMTA Support	Min: Associate degree
STATUS:	Full-time, FLSA Non-Exempt, Non-represented	Preferred: Bachelor's degree
REPORTS TO:	City Administrator	Ideal Add'l: Communications, Marketing, GMTA
Personnel Committee Recommendation:	_____	Council Approval: _____

WORK HOURS & CONDITIONS:

This position will work a flexible schedule to accommodate City and GMTA meetings, events, tourism activities, social media coverage, community engagement, and other communication-related responsibilities. Hours may include daytime, evening, weekend, and seasonal work depending on event schedules, meeting needs, and assigned projects. Work is performed primarily in a normal office setting, with regular attendance at community events, business visits, meetings, and other off-site activities as assigned.

POSITION SUMMARY:

Perform communications, marketing, scheduling, and administrative support functions for the City of Mauston and the Greater Mauston Tourism Association. This position is responsible for coordinating clear, consistent, and professional public communications, managing social media content, assisting with community engagement, supporting tourism promotion, maintaining calendars, helping coordinate events, and providing communication-related support under the direction of the City Administrator and assigned GMTA leadership.

PRINCIPAL DUTIES:

- Implement the strategy and optimization for the City of Mauston's social media communications
 - Encourage and support ongoing staff participation and collaboration in social media creative
- Develop, schedule, post, and monitor social media content for the City of Mauston across approved platforms.
- Create clear, consistent, and professional public communications for City programs, services, announcements, events, projects, and community updates.
- Assist with maintaining the City's public communication calendar, including coordination of messaging, posting schedules, public notices, events, and internal deadlines.
- Provide communications, calendar management, meeting support, and event coordination assistance for the Greater Mauston Tourism Association.
- Support GMTA tourism promotion by assisting with visitor-focused messaging, business outreach, event information, promotional content, and community storytelling.
- Coordinate event-related communications before, during, and after City or GMTA events, including public updates, sponsor recognition, volunteer information, photos, and follow-up messaging.
- Assist with maintaining and updating digital communication platforms, including the City website, social media accounts, mobile applications, newsletters, press releases, flyers, graphics, promotional materials, and other public-facing communication tools as assigned.
- Work with City departments, local businesses, community partners, tourism stakeholders, and event organizers
 - To gather relevant information of interest to the community, and share timely updates;
 - In supporting a portfolio of original and aggregated content for the City of Mauston's social accounts.
- Monitor public engagement and assist in identifying communication needs, trends, frequently asked questions, and opportunities to improve outreach and/or create content to build deeper connections.
- Maintain organized communication files, calendars, contact lists, event materials, media assets, sponsorship information, and related records.
- Provide back-up for others within the office as needed, and work with other employees of the City as a team to encourage a unified organization.

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- Other duties as assigned by the City Administrator.

QUALIFICATIONS:

- Education: Associate degree required; bachelor's degree preferred.
- Experience in communications, marketing, social media management, public relations, event coordination, tourism promotion, administrative support, or a related field preferred.
- Bachelor's degree in Communications, Marketing, Public Relations, Business, Tourism, or related field preferred.
- Must possess and maintain a valid Wisconsin driver's license or have reliable transportation to attend meetings, events, and off-site assignments.

SKILLS AND ABILITIES:

- Has the ability to communicate clearly, professionally, and accurately with the public, elected officials, City employees, community partners, businesses, tourism stakeholders, and visitors.
- Maintains a solid understanding of social media platforms, their audience profiles and content approach
- Able to efficiently and effectively operate standard office equipment.
- Efficiently operate computer hardware and software related to communications, scheduling, social media, website updates, graphic design, document preparation, and administrative functions.
- Maintain confidentiality with sensitive information and exercise discretion when handling internal communications, public inquiries, and organizational matters.
- Exercise good professional judgment, creativity, initiative, and integrity.
- Develop well-written content, proofread materials, manage multiple deadlines, and maintain a consistent tone and message across communication platforms.
- Perform responsible work with independence and discretion, with minimum supervision. Start and complete assigned tasks without supervision, following oral and written instructions.
- This position regularly exposes the employee to stressful situations, including responding to frustrated members of the public, managing competing priorities, and addressing urgent communication needs. The employee must be able to perform effectively under these conditions while maintaining professionalism, objectivity, and respectful interactions.

MANAGEMENT STATEMENT:

These position descriptions have been prepared to assist in defining work hours and conditions, job responsibilities, and skills needed. It is not intended as a complete list of jobs, duties, responsibilities, and/or essential functions. The omission of specific statements of duties does not exclude them from this position if the work is similar, related or a logical assignment to the position.

These position descriptions do not constitute an employment agreement between the employer and employee. These descriptions are not intended to limit or modify the right of any supervisor or supervising governmental body to assign, direct and control the work of employees under supervision. The City of Mauston retains and reserves any and all rights to change, modify, amend, add or delete, from any section of this document as it deems, in its judgment, to be proper.

By my signature below:

- I acknowledge that I received a copy of this job description.
- Any questions and/or concerns have been addressed with me.

Job Descriptions*

Signature

Printed Name

Date

DRAFT