



DATE APPROVED: August 2025  
FLSA: Non-Exempt

## COMMUNICATIONS ASSISTANT

### **DEFINITION**

Under general supervision, performs a variety of marketing, graphic design, and communications duties in support of various Town divisions and departments; assists in developing and utilizing marketing strategies to inform and promote Town programs and activities to customers and the general public; and performs related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned supervisory and/or management personnel. Exercises no direct supervision over staff.

### **CLASS CHARACTERISTICS**

This journey-level classification is responsible for performing the full range of duties as assigned, working independently, and exercising judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Assists in developing and implementing marketing and communications plans and strategies for assigned program areas and projects.
- Assists in developing and conducting market research and public opinion surveys; analyzes constituent, public, community member or service users' behavior, usages, and trends; evaluates programs and modifies communication, advertising and outreach methods as necessary.
- Coordinates multiple tasks simultaneously; ensures projects and assignments are completed on time and within budget; coordinates with internal staff and external organizations for the timely and accurate distribution of materials.
- Assists in updating, maintaining, and managing the Town website, including implementing new content (text, images, forms, presentations, etc.) from various departments; and works within the Town web development contractors to handle site issues and functionality.
- Monitors web traffic and generate web analytics reports; improve website search engine optimization.
- Designs and implements social media strategies in accordance with the Town's communication goals.
- Creates, edits, and shares social media graphic content.
- Creates and edits marketing materials for large campaigns, including billboards, website graphics, print materials (postcards, flyers, brochures, signs, posters), and merchandise (magnets, totes, shirts, etc.).
- Collaborates with other departments to ensure brand consistency.

- Suggests and implements features to enhance brand awareness across digital platforms and print products.
- Creates PowerPoint presentations, infographics, and visual aids for various departments.
- Assists various departments with special projects, including maps for the public, directional signage, commemorative plaques and walls, vehicle wraps, and signage for parks, buildings, and other locations.
- Performs a variety of clerical and customer service duties in support of Town operations, including word processing, data entry, record-keeping, and filing.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of marketing, advertising, public relations, market research and analysis, and publishing.
- Basic principles and methods as they pertain to social media (Facebook, Instagram, LinkedIn) platforms and internal and citizen-to government communication.
- Basic principles and practices of effective communications as they apply to publications, including editing, design, layout, photography, and publication requirements.
- Creative graphics programs and tools, including Adobe Creative Suite, video editing software, and Canva.
- Web design basics, including HTML and CSS.
- Record management principles and practices.
- Techniques for providing high level of customer service to the public, vendors, and Town staff, in person, via email, and over the phone.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

### **Ability to:**

- Coordinate a variety of marketing and communications programs.
- Gather and compile department specific information from a variety of sources.
- Perform research; prepare, review, and present reports, recommendations, and other correspondence and communications in a clear and concise manner.
- Learn Town organization, services, and programs.
- Work on multiple projects simultaneously.
- Design and produce materials, using appropriate desktop publishing software, tools, and techniques.
- Work independently, organize work, coordinate projects, set priorities, meet critical deadlines, and follow-up assignments with minimum direction.
- Take a proactive approach to customer service issues in a professional manner.
- Understand, interpret, and apply pertinent laws, codes, regulations, policies, procedures, and standards relevant to work performed.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.

- Establish, maintain, and foster positive and effective working relationship with those contacted in the course of work.
- Understand and respond to requests for assistance from the public and Town staff.
- Apply and uphold the Town-wide and departmental goals and the Town Employee values of Integrity, Teamwork, Accountability, Commitment, and Excellence.
- Demonstrate understanding of, sensitivity to, and respect for the diverse socio-economic, racial, ethnic, religious, and cultural backgrounds, diverse abilities, gender, gender identity and expression, and sexual orientation of Town staff and community served.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to completion of the twelfth (12<sup>th</sup>) grade and two (2) years of general clerical or customer service experience.

**Licenses and Certifications:**

- None.

**PHYSICAL DEMANDS**

- Mobility to work in a standard office setting and use standard office equipment, including a computer; this is primarily a sedentary office classification although standing in work areas and walking between work areas may be required; occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information; ability to lift, carry, push, and pull materials and objects up to 25 pounds.
- Vision to read printed materials and a computer screen.
- Hearing and speech to communicate in person and over the telephone.
- Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.

**WORKING CONDITIONS**

- Office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.
- Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.
- Employees may be required to work evening, weekends, and on holidays, as well as participate in after-hour assignments.