



Exhibit "A"

2020- R66

**JOB DESCRIPTION
CLASSIFICATION SPECIFICATION**

**JOB TITLE: COMMUNICATIONS COORDINATOR
REPORTS TO: COMMUNICATIONS MANAGER
DEPARTMENT: ADMINISTRATION
DIVISION:
GRADE: 5
FLSA STATUS: NON-EXEMPT
UNION AFFILIATION: NON-BARGAINING
CIVIL SERVICE: UNCLASSIFIED**

JOB SUMMARY:

Serves as assistant to City's communications manager supporting all City of Green internal and external communications. Advises departments in effective communication efforts and contributes to positive public and community relations. Serves as lead web master and social media coordinator. Also provides and coordinates video production and graphic design for the City of Green.

QUALIFICATIONS:

Bachelor's degree in public relations, communications, journalism or English, marketing, graphic design, new media, video production or similar field; one to three+ years of experience in communications, social media, graphic design or website management; demonstrated effectiveness in written communication; and proficient in all forms of communication channels. Any equivalent combination of accepted training and experience may be considered.

ESSENTIAL JOB FUNCTIONS:

- Write and produce content for a variety of platforms including digital and social media, print and video. Ensures communication messages are appropriate, aligned with organizational standards and consistent with brand standards.
- Manage the City website and prepare/coordinate updates and graphics, as necessary. Review and edit the content of information submitted by city departments/divisions for posting on the City website for accuracy and style. Implement and monitor public feedback through the website tools.
- Create, moderate, and implement social media strategies and tactics. Manage the City's social media platforms and participate in social media monitoring. Stay abreast of social media trends.
- Shoot/edit/produce videos for creative video messaging for residents and key stakeholders.
- Serve as a communication point person on assigned projects involving the development and implementation of a communication plan for a specific topic, project, issue, or event.
- Serve as an assistant public information officer to the Communications Manager as needed or during crisis.
- Perform other duties as assigned by the Communications Manager.

KNOWLEDGE, SKILLS & ABILITIES (*indicates developed after employment):

Knowledge of: City policies and procedures*; City Charter*; technical requirements to do the job at a high level of accomplishment; legal principles concerning public records and public information requests.

Skill in: Utilization of Microsoft office, Adobe desktop publishing/graphic design and computer-generated public presentation technology to effectively and efficiently carry out public and internal communications functions.

Ability to: Work independently and effectively plan, coordinate, organize, schedule, and prioritize activities, functions, and assignments with flexibility to adapt to changing and urgent deadlines; handle confidential material.

PHYSICAL DEMANDS STRENGTH RATING:

Frequently required to sit, speak, or listen. The use of hands is required for the manipulation of various office equipment/machines; occasionally lift and/or move 25 pounds; specific vision capability required, e.g. close vision, color vision and the ability to focus; on occasion exposed to outside weather conditions. In accordance with the US Department of Labor physical demands strength rating is considered sedentary.

APPROVALS: (Include Name, Title, and Date Approved by HR, Supervisor and Director)

<i>Pam Serina</i>	<i>HR Manager</i>	
<i>Valerie Wolford</i>	<i>Communications Manager</i>	
<i>NON-BARGAINING POSITION</i>		

CREATED & REVISIONS:

<i>Legislation #:</i>		<i>Legislation Date:</i>	
<i>Revision Dates:</i>			