

COMMUNICATIONS & MARKETING SPECIALIST

Position Code: 3036

WC Code: 9410

FLSA Status: Non-Exempt

Pay Grade: 354

Location: Communications & Marketing

Approval Date: 2023

General Statement of Duties

Performs responsible administrative work in coordinating and implementing a variety of communication activities.

Distinguishing Features of the Class

An employee in this class is responsible for communicating Town programs, in addition to monitoring media and public relations for all Town departments. The position is also responsible for assisting departments with various communication needs and special projects. Work is performed under the direction of the Director of Communications & Marketing and is evaluated through observation, conferences and effectiveness of programs offered, and includes tasks involving a high degree of responsibility, discretion and confidentiality.

Duties and Responsibilities

Develops and implements communication campaigns to promote programs and activities of all Town departments. Maintains a flow of information to the community using a variety of methods, including a speaker's bureau, television, radio & print advertising, and social media. Maintains a calendar of activities and coordinates community events. Assists Director of Communications and Marketing with internal and external communications. Assists departments with communication needs and special projects. Develops and monitors content for traditional and digital (social, video, web) media. Develops materials for a variety of publications for Town departments, including Town newsletters. Serves as liaison to community and special interest groups. Performs related duties, as requested.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

General knowledge of the principles and practices associated with communications, media relations and community relations.

General knowledge of the philosophy and objectives of municipal programs.

General knowledge of the development and use of websites and social media outlets.

Some knowledge of pertinent federal, state and local laws, codes and regulations.

Ability to prepare a variety of promotional materials including flyers, brochures, schedules and press releases.

Ability to establish and maintain effective working relationships with the public, departmental heads, governmental officials and with other town employees.

Ability to effectively express ideas in oral and written forms; ability to make presentations.

Ability to deal tactfully, courteously and firmly with the public.

Ability to work with professional, administrative, technical and field employees engaged in departmental activities.

Ability to establish and maintain effective relations with other officials, employees and the public.
Ability to work independently on responsible and confidential assignments.

Skill with Adobe Creative Suite programs such as Photoshop, InDesign and Illustrator.

Skill in establishing priorities and organizing work.

Skill in proofreading material.

Skill in public and interpersonal relations.

Skill in oral and written communications.

Physical Requirements

Must be able to physically perform the basic life operational functions of climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pulling, pushing, lifting, grasping, talking and hearing.

Must be able to perform sedentary work exerting up to 20 pounds of force occasionally; and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to prepare and analyze data, extensive reading, and visual inspections to determine accuracy, neatness and thoroughness of work assigned.

Minimum Education and Experience

Bachelor's Degree in communications, journalism or marketing or a related field from an accredited college or university. And two to five years of experience in communications, journalism or marketing; or any equivalent combination of experience and education. Experience in local government a plus.

Special Requirement

Possession of a valid North Carolina driver's license.