

CITY OF MIDDLETOWN

Position Description

Date: June 19, 2017

Position Title:	Communications Coordinator
Department/Division:	Economic Development
Reports To:	Economic Development Director
Classified or Unclassified:	Unclassified
Exempt or Non-exempt:	Non-Exempt
Union or Non-union:	Non-union
Salary Range:	180

Position Summary

Performs professional staff duties, under the direct supervision of the Economic Development Director and/or City Manager, involving the collection, preparation, organization, analysis and/or dissemination of public information to and for citizens, customers, media outlets, employees and other community stakeholders. Plans, develops and administers a public relations program to promote a positive image of the City of Middletown.

This is an important public relations professional position involving the responsibility for effectively informing the public of City governmental activities in a simplified manner. The candidate should demonstrate proficiency in handling all phases of a public relations campaign, experience in design of publication for distribution and managing social media platforms. The employee works independently on assigned projects and receives general supervision and administrative direction from the City Manager and Economic Development Director. The candidate must be a team player and serves as a liaison to various committees.

This position is primarily sedentary. It includes some walking; standing; bending; carrying of light items such as papers, books, and various equipment as needed. This position may also have duties that extend beyond the regular 8 a.m. – 5 p.m. Monday-Friday work week.

Position Qualifications

1. Bachelor's Degree in Journalism, Marketing, Communications, Public Relations, English, Public Administration, Business Administration or related field plus 3-5 years of experience in a similar capacity.
2. Good working knowledge of local government operations is helpful, but not essential.
3. Must have exceptional communication and interpersonal skills. Must demonstrate proficiency in handling all phases of a public relations campaign.
4. Must be proficient in all social media outlets including Facebook, Instagram, Twitter, Linked In, etc.
5. Must be self-motivated and a self-starter, creative and collaborative.
6. Proficient with graphic design software such as PhotoShop, Illustrator and InDesign.
7. Articulate and present a positive and professional image both in person and on the phone.
8. Possess and maintain a valid Ohio Driver's License.

Duties and Responsibilities (For Performance Appraisal)

1. Plan, coordinate, and direct the overall communications strategy for the City of Middletown.
2. Consult with the City Manager and Department Heads and staff to assess public information/relations needs and formulate courses of action that support specific objectives. Develop key messaging for City leaders.
3. Respond to inquiries seeking information about the City and act as the City's daily spokesperson for non-emergency issues.
4. Develop a working relationship with media contacts and work with media (print, radio, television and social) to provide information and promote a good relationship between the City and the media and to promote a positive image for the City. Maintain database of public relations contacts.
5. Develop, coordinate and supervise the City's public outreach program, including the coordination of marketing plan and branding to promote City objectives and achievements.
6. Coordinate and oversee all marketing functions of the City including project management responsibilities of marketing and public relations contractors.
7. Produce a quarterly city newsletter for distribution to the public, staff, various media outlets and other community stakeholders.
8. Manage all City-sanctioned social media outlets
9. Update and maintain the community calendar.
10. Responsibility for overseeing the continuing development of the City's website, including content generation in conjunction with Information Systems staff.
11. Create various marketing pieces as needed by the various municipal departments. This includes pamphlets, brochures, booklets, newsletters, etc.
12. Photograph various City and community events. Organize and inventory photographs so that they are readily available to municipal staff.
13. Organize employee information sharing meetings.
14. Organize and coordinate special business events including: the state of the city address, ribbon cuttings, business appreciation events, citizen recognition events and other similar municipal events.
15. Attend various community and other meetings on behalf of the City.
16. Perform related duties and responsibilities as required.