



COMMUNICATIONS COORDINATOR

Bargaining Unit: SEIU Local 1021

DEFINITION

Under the direction of the Communications & Marketing Manager, the Communications Coordinator plays an important role in supporting the execution of the City's multi-media programs and public information campaigns. The Communications Coordinator is creative and well-versed when it comes to communicating to a diverse community or group of people. The position is ideal for a creative and motivated individual who can help grow the City's brand, convey routine news and updates to residents, and present ideas on ways the City can more effectively communicate to its residents.

EXAMPLES OF DUTIES

The incumbent shall be expected to perform, at various times, the following functions and duties:

- Organize and prepare written draft public information, including news releases, talking points and fact sheets;
- Assist in the maintenance and optimization of City social media channels, which includes routine monitoring and response;
- Assist in the development of print materials and website and social media content, including infographics, newsletters, and flyers;
- Track and measure the performance of social media content using social media analytical tools;
- Assist in special projects that require research, development and implementation of multi-media and communication strategies;
- Perform other work as assigned.

QUALIFICATIONS

Knowledge Of:

- Social media platforms like Facebook, Twitter, Instagram and Nextdoor;
- Microsoft Office to include Excel, Word, Publisher and PowerPoint;
- Research & development methods, web research, and fact checking;
- Proper English grammar
- MLA writing format

Ability To:

- Quickly summarize large documents, such as staff reports;
- Create short, concise messages;
- Interact with multiple social media platforms and applications that support communication;
- Track and measure digital data;
- Collaborate and communicate well with a variety of City departments and the public.

Education and Experience:

A sufficient combination of work experience, training and/or education which demonstrates possession of and competency in requisite knowledge, skills and abilities such as:

An Associate's Degree or working towards a Bachelor's Degree in the field of Communications, Journalism, Graphic Communications, Multi-media and/or Marketing from an accredited college or university is preferred; and

Two (2) years of increasingly responsible general clerical experience and some experience in communications/multi-media either through academic or professional work.

WORKING CONDITIONS, ADA AND OTHER REQUIREMENTS

The City of Union City is an equal opportunity employer. The City of Union City will comply with its obligations under the law to provide equal employment opportunities to qualified individuals with disabilities.

Positions in this class typically require: sitting, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Incumbents generally work in a typical office environment with adequate light and temperature.

Travel: Positions in this class may require local and statewide travel as necessary.