



JOB DESCRIPTION

TITLE: Communications Specialist (Part-time)
DEPARTMENT: Administration
GRADE: 13
FLSA: Non-exempt
EEO DESIGNATION: Paraprofessional
REVISION DATE: 06/05/2020

POSITION SUMMARY

Under the direction of the Communications Director, performs various tasks and completes projects relating to communications, public relations, social media, marketing and brand awareness. Assists the Administration in promoting the city – its brand, events, operations and services to the residents.

ESSENTIAL FUNCTIONS:

- Create copy and graphic design for city newsletter, printed publications, flyers, fact sheets, e-newsletters, website, blog, social channels, video scripts, etc.
- Work with city departments to gather news and content updates, and to assure consistency and uniformity of messaging to the intended audiences.
- Monitor and respond to comments on all city social channels.
- Capture photos and video at city events and programs for social channels and website.
- Provide coordination support at media events, press conferences, and ribbon-cutting events.
- Perform other duties as assigned.

MINIMUM QUALIFICATIONS:

Preference given to candidates with bachelor's degree in communications, journalism, public relations, marketing, graphic design, or a related field. Must have at least one year of experience related to the duties listed above such as graphic design (Adobe InDesign and Canva), photo and video editing, marketing, or public relations. Must possess a valid Utah Driver License.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of public relations and media relations, computer software including word processing and desktop publishing, graphic design, social media channels, and video editing. Preference given to candidates with a working knowledge of Adobe Creative Suite.



JOB DESCRIPTION

- Ability to professionally obtain and communicate information to the public. Must use tact and judgment to avoid friction; communicate effectively verbally and in writing; establish and maintain effective working relationships with employees, department directors, the media and the public.
- Ability to prioritize tasks; work well under pressure and impending deadlines; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendation and presentations.

WORKING CONDITIONS AND PHYSICAL DEMANDS:

Time spent outside at various community events in the outdoors will occur as will evening meetings. Must be able to accommodate a flexible working schedule. Comfortable working conditions, talking, listening, handling light weight, intermittent sitting, standing and walking. Regularly sits at a desk or table; walks, stands or stoops; works for sustained periods of time maintaining concentrated attention to detail. The person in this position must have the visual ability to read and work with computers and other electronic tools in accomplishing tasks and to communicate verbally. May occasionally lift or otherwise move objects weighing up to 25 pounds. May occasionally drive a motor vehicle. This position has exposure to stressful situations as a result of human behavior.

The City of Draper is an equal opportunity employer without regard to race, color, religion, national origin, disability, genetic information, sex or age.

The intent of this job description is to provide a representative summary of the major responsibilities and duties performed on the job. It is not intended to be an exhaustive list of all job-related duties and responsibilities that an employee may perform. An employee in this position will be required to perform any other job-related duties required by their supervisor. This job description is not intended to and does not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.