

# South Jordan City

## Job Description

<b>Title:</b>	<b>Communications Intern</b>	<b>Effective Date:</b>	<b>1/4/16</b>
<b>Org:</b>	<b>100100</b>	<b>FLSA:</b>	<b>Non-Exempt</b>
<b>Pay Grade:</b>	<b>N/A - \$10.00/hour</b>	<b>Workers Comp:</b>	<b>Clerical</b>

### **GENERAL PURPOSE**

Provide assistance in the executive department related to public relations, social media, media relations and constituent communications. Assist supervisor to write, develop, edit and otherwise furnish content for social media, the City website, media relations, and public relations efforts of the City.

### **SUPERVISOR**

City Communications Coordinator

### **POSITION(S) SUPERVISED**

None

### **ESSENTIAL JOB FUNCTIONS**

Meet performance standards established with the employee's supervisor.

Job attendance is required, except for authorized leave.

Accomplish performance goals as established and assigned by the employee's supervisor.

Assist in creating compelling content to be shared on social media.

Assist with tracking social media analytics.

Complete and monitor strategic projects related to public relations, web content, video production, media relations, and communications to determine their effectiveness and overall quality.

Assist to develop, edit, and electronically publish photos and video.

Develop, write, and edit public relations materials for City.

Provide supporting research and recommendations to aide with strategic decisions about City communications plan.

Assist in designing banners, fliers, website content, photos and videos for use on City social media.

Write, edit, and release information to the press when directed.

Professionally represent the City on various committees and municipal associations as assigned.

Perform other duties as assigned.

## MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Current enrollment with a regionally accredited college or university with major course work in public relations, advertising, graphic design, marketing, or mass communications or other closely related field.

AND

B. Six months of experience working in administrative or office setting.

2. Special Qualifications:

Preference for junior or senior in undergraduate seeking internship to complete their degree program

Experience with graphic design, photo or video editing software and techniques preferred

Intern Sponsor Agreement

Verification of College Credits Earned

3. Knowledge, Skills and Abilities:

Ability to write, edit, and communicate effectively and clearly through a variety of media including, but not limited to, social media, City website, and other forms of online communication.

Ability to operate a personal computer and Microsoft and Apple products. Moderate knowledge of spreadsheet programs to create reports for analysis and process improvement.

Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Ability to use digital camera, cell phone, and tablets.

Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Ability to be organized and prioritize time-sensitive assignments. Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

Ability to analyze a situation and make sound recommendations and presentations.

Ability to establish and maintain effective working relationships with employees, other agencies, and the public; ability to follow written and oral instructions; ability to communicate effectively, verbally and in writing. develop and maintain effectively working relationship with elected officials, professionals, the public and co-workers.

4. Working Conditions:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, and reaching. Continuous talking, hearing and seeing required in the normal course of performing the job.

Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking, and creative problem solving. Periodic travel required in normal course of job performance.

*The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to and do not infer or create any employment, compensation, or contract rights to any person(s). This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This updated job description supersedes all prior descriptions for the same position.*

*Human Resources Use Only*

<b>Job Class:</b>	<b>Intern Paid</b>	<b>EEO-4 Class:</b>	<b>Admin Support</b>
<b>Location:</b>	<b>Executive</b>	<b>EEOP Class:</b>	<b>Admin Support</b>
<b>Group/BU:</b>	<b>Part Time General Pay Plan</b>	<b>Tech-Net Match:</b>	<b>245</b>