

South Jordan City

Job Description

Title: Communications Specialist
Org: 100105
Pay Grade: 17

Effective Date: 10/1/2021
FLSA: Non-Exempt
Workers Comp: Clerical

GENERAL PURPOSE

Provide assistance in a variety of job duties related to video, graphic design, public relations, social media, media relations and other communications. Write, develop, edit and otherwise furnish content for social media, the City website, media relations and public relations efforts of the City. Manage various City publications (both in print and electronic) including the Leisure Guide, Recreation Newsletter, Special Events brochures, and the Focus Newsletter. Responsible for city outreach (internal and public) through various communication mediums.

SUPERVISOR

Communications Manager

POSITION(S) SUPERVISED

None

ESSENTIAL JOB FUNCTIONS

Job attendance is required, except for authorized leave.

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

Create engaging, honest, visually appealing video and photographs in order to inform the public and market city events.

Create compelling content to be shared on social media. Promote and highlight city events and services through social media. Track social media data from posts and events.

Create engaging and informative written content for items like digital e-newsletter, print newsletter – The Focus, and numerous guides produced throughout the year.

Create beautiful banners, fliers, website content, and to edit video and photos using Adobe Creative Suite.

Maintain the communication/marketing media schedule. Work with communications team to develop and edit promotional materials, and gather and organize information to plan advertising campaigns.

Improve City website by creating engaging content and innovating ideas to make it better.

Complete and monitor strategic projects from beginning to end related to public relations, web content, video production, media relations, and communications to determine their effectiveness and overall quality. This includes scheduling and organizing time-sensitive messages and meeting deadlines.

Provide supporting research and recommendations to Communications Manager to aide with and collaborate on a City communications plan. Use spreadsheet programs to create reports for analysis and process improvement.

All or a majority of the essential job duties may be performed from a remote location.

Perform other duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor’s degree from 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. One-year experience in graphic design, marketing, public relations, mass communications or related duties listed above.

2. Special Qualifications:

Extensive graphic design experience preferred.
Photo or video editing software and techniques preferred.
Drone experience preferred.

3. Knowledge, Skills and Abilities:

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 public relations and media relations, web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing (specifically Adobe Creative Suite, which includes Photoshop, Illustrator, Acrobat, and InDesign programs) and web development.

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 with script writing.

Ability to organize well and prioritize time-sensitive assignments.

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

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

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

Job Class:	Clerical Non-Exempt	EEO-4 Class:	Para-Prof
Location:	Communication/Media	EEOP Class:	Serv/Maint
Group/BU:	General Pay Plan	Tech-Net Match:	245/No Matches