



JOB DESCRIPTION

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| JOB TITLE: | Communications Coordinator | | |
| DEPARTMENT: | Administration | DIVISION: | Governmental Affairs |
| REPORTS TO: | Governmental Affairs Director | | |
| SUPERVISES: | None | | |
| FLSA STATUS: | Exempt | EFFECTIVE DATE: | 11/1/2020 |

POSITION SUMMARY

Under general direction, this professional position performs intermediate/difficult work assisting with envisioning, development, execution and measurement of the City's marketing and communications plan, promoting the City's identity and brand. This includes performing or assisting in strategy development, production of marketing communications materials, digital and multimedia promotional campaigns, and related work as required. This position exercises no supervisory responsibilities.

ESSENTIAL FUNCTIONS: *The essential functions of the position include, but are not limited to the following major duties performed. Duties are listed from most to least important.*

- Generates ideas, researches, coordinates and distributes gathered information and creates content for written and digital media placement, speaking engagements and correspondence for elected and appointed officials, video production, etc. to tell Moorhead's story—highlighting services, employees, attractions, and events to the public in a compelling manner.
- Designs printed, digital, and video communication materials, including content for public and employee audiences.
- Coordinates media relations, including writing and distributing news releases, coordinating media interviews and as needed on-call shifts to handle media inquiries.
- Edits and develops content for the City website to promote the City and ensure relevancy, consistency, and compliance with ADA and usability standards.
- Reviews content developed by City departments prior to distribution to ensure consistency with City's overall communication strategy and objectives and to enforce communication policies and procedures.
- Develops and maintains a content calendar and analytics for evaluating media placements; website and social media to evaluate and inform the Governmental Affairs Director on marketing and communications efforts and associated goals.
- Manages content, photograph and video library that is organized and maintained.
- Oversees the distribution of community information for business and individuals moving to the area.
- Attends various City events in order to take photographs, film and/or write and produce communication content.
- Monitor trends, provides reports and provides technical expertise regarding the communication industry to ensure content and style are contemporary, while maintaining conformity with established brand guidelines.
- Researches new and innovative strategies of communicating information graphically by surveying peer government agencies and the private sector.
- Monitors communications budget for wise use of public resources.
- Assists City departments to ensure all forms of communications are coordinated, timely, accurate and on-message to promote credibility, public trust and awareness of the City of Moorhead.

- Communicates courteously and professionally and maintains working relationships with others in carrying out job functions, including staff, media, consultants, community members and other stakeholders.
- Provides training as needed on website standards, brand standards, and social media standards and practices.
- Performs other duties as requested.
- Attendance at off-site courses/trainings/seminars may be required.

Access to Not Public Data: This position may encounter not public data in the course of these duties. Any access to not public data should be strictly limited to accessing the data that are necessary to perform the duties. While data are being accessed, this position should take reasonable measures to ensure the not public data are not accessed by individuals without a work reason. Once the work reason to access the data is reasonably finished, this position must properly store the not public data.

MINIMUM REQUIREMENTS: *To perform this position successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the formal education, experience and training required.*

Education and Experience

- Associates degree in mass communications, marketing, or a closely related field. Bachelor’s degree preferred.
- One year of experience in advertising, marketing, multi-media strategy and design.

Training, Certificates, and Licenses

- Valid Driver’s License

KNOWLEDGE, SKILLS, and ABILITIES

Thorough knowledge of AP style writing; thorough knowledge of website editing, digital social media engagement optimization concepts and strategies for video production; ability to function as an exceptional communicator; ability to effectively translate technical information, City policies or programs to disseminate it to the public in a receptive manner; ability to communicate effectively, both orally and in writing; ability to establish and maintain effective working relationships with government officials, department directors, media representatives, trade associations, business owners, associates and the general public; ability to multitask, with adherence to deadlines, under stressful or difficult situations; skills in using computer applications used by the Governmental Affairs office and experience in the Adobe Creative Suite, Microsoft Office Suite and Content Management Systems (CMS), Photoshop, Illustrator or similar programs; skills in interpersonal communication to facilitate high-level discussions with co-workers, supervisors, the general public and others to exchange or convey information, resolve disputes and receive work direction; skills in developing and interpreting data

PHYSICAL REQUIREMENTS and WORKING CONDITIONS

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires speaking or hearing, using hands to finger, handle or feel and repetitive motions, frequently requires sitting and occasionally requires standing, walking, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; ; work is generally in a moderately noisy location (e.g. business office, light traffic).

NOTICE

The above statements are intended to describe the general nature and level of work being performed by individuals employed in this job. They are not intended to be an exhaustive list of all duties and qualifications required of personnel in this job. The employer may and reserves the right to change the job description and establish, modify or eliminate job duties and responsibilities and jobs at its discretion with or without notice.

REVIEW/APPROVALS

I acknowledge reviewing this job description.

Employee

Date

I acknowledge reviewing and approving this job description.

Director

Date