

Job Description
Communications and Events Coordinator

Position Title: Communications Coordinator **Date:** July 11, 2022 (draft)

Department: Administrative Services

FLSA Status: Non-Exempt

Union Status: AFSCME

Primary Objective of Position

The primary objective of this position is to build the city brand, promote transparency and increase engagement and by maximizing messaging across multiple communication platforms by performing a variety of responsible communications and administrative support functions, including but not limited to facilitating communications via the City’s website, Facebook pages, press releases, communication plans and the Ramsey Resident and other approved methods.

Essential Functions of the Position

| Key Function | Tasks of Key Function |
|---|---|
| <u>Graphic design services</u> | <ul style="list-style-type: none"> • <u>Utilizes software to design promotional materials such as fliers, web graphics, brochures, and electronic promotional materials</u> • <u>Translates written content, statistical, and other data into maps, charts, graphs, illustrations, project slides, and other presentation media</u> • <u>Plans concepts by studying information and materials and illustrates concepts by designing rough layout of art and copy regarding arrangement, size, type size, and style, and related aesthetic concepts</u> • <u>Completes projects by coordinating with outside agencies, art services, printers, etc., as needed</u> |
| <u>Builds city brand and maximize messaging across multiple platforms</u> | <ul style="list-style-type: none"> • Grows the communications efforts to obtain better engagement with the public via implementing new content to our social media platforms, newsletter, and general website content. • <u>Establishes/maintains a brand identity system that outlines branding and style guidelines and provides reusable tools and templates</u> • <u>Incorporates consistent branding elements throughout all projects</u> |

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| | <ul style="list-style-type: none"> • <u>Collaborates with all departments to ensure delivery of internal/external communication is consistent with mission, brand, and vision</u> |
| <u>City Council Activity Updates</u> | <ul style="list-style-type: none"> • <u>Via social media and the City website:</u> <ul style="list-style-type: none"> ○ <u>"What to Expect" posts which include the upcoming topics for the next City Council and work session meetings</u> ○ <u>"If you Missed the (day-date) City Council meeting check out some of the following actions"</u> |
| Print Communications | <ul style="list-style-type: none"> • Writes bi-monthly articles for Ramsey Resident • Manages the bi-annual Citizen Survey • Writes press releases on an as-needed basis • Edits written materials as needed • Creates documents (maps, infographics, fliers) as needed • Communicates initiatives/emergency plans as directed by the City's designated Public Safety official/Emergency Management Director • Writes speeches/coordinate presentations as needed (State of the City address) |
| Web Communications | <ul style="list-style-type: none"> • <u>Assists with the maintenance of city wide website</u> • <u>Serves as the Administrative Services Department point of contact for changes or updates needed related to the roles of the Administrative Services Department</u> • <u>Works with departments to ensure accurate and timely information is posted</u> • <u>Recommends and implements website changes as appropriate</u> • Writes web-based articles for Happy Days, Parks & Rec. and other pages • Adds and updates web content as department heads request • Writes "Save the Dates" for Weekly Update • Works with staff to advertise Community Event Promotions |
| Social Media Management | <ul style="list-style-type: none"> • <u>Provides social media content as directed by department heads</u> • <u>Initiates social media posts as deemed appropriate with approval from the City Administrator or their designee</u> • <u>Monitors and responds to social media inquiries, complaints, and comments</u> • Provides daily updates on Facebook, etc. • Researches new, innovative platforms to reach residents |
| <u>Utilizes tools for communications/marketing support</u> | <ul style="list-style-type: none"> • <u>Creates and edits written and visual content</u> • <u>Creates and coordinates graphics, photos, and other design needs</u> |

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| | <ul style="list-style-type: none"> • <u>Assists with marketing of special events and celebrations (ribbon cuttings, opening ceremonies, meetings, etc.)</u> • <u>Creates and maintains a media archive of press clippings, articles, photographs, etc.</u> • <u>Matches messages to communication tools and target audiences</u> • <u>Monitors effectiveness of communications and communications tools and recommends changes to enhance effectiveness</u> • <u>Provides communication assistance in the event of an emergency or disaster</u> |
| Special Projects | <ul style="list-style-type: none"> • Compiles, edits or writes City policy and posts to the City website, as directed by the City Administrator • <u>Advertise and communicate the Ramsey Gateway (Hwy 10), Water Treatment Facility, COR Development and other City infrastructure projects</u> • Works with Anoka Area Chamber of Commerce to participate in Monday morning email and Chamber Report • Performs branding/design research • Enhance and maintains Communications Plan with approval of the City Council • Researches ways we can be more cost-effective • Works closely with Parks Department to advertise programming, as needed • Attends meetings, events and open houses as requested to take photos and record updates on various projects such as Road Funding, Budget, Critical issues facing the City and open houses, etc. |
| Miscellaneous | <ul style="list-style-type: none"> • Assists with City elections during peak times, as needed • Other duties as assigned by the Administrative Services Director or his/her designee |

Knowledge, Skills and Abilities

- Extensive knowledge with Adobe Creative Suite (specifically Illustrator, Photoshop, and InDesign), Microsoft Suite, and PC operating platform
- Knowledge of the English language including excellent spelling, grammar, punctuation, form, and style skills
- Knowledge of current principles in designing for the web
- Skilled in the use of related computer software programs
- Skilled in communicating clearly and effectively orally, electronically, and in writing
- Demonstrated ability to design a wide range of pieces and express creativity and innovation while adhering to current style guides and budget
- Ability to self-direct activities and work independently to meet goals and objectives
- Ability to establish and maintain a working relationship with City Council, staff, other public

officials, the media, and public

- Ability to write, edit, and maintain quality control and standards per city policies
- Knowledge of standard office practices, procedures and equipment
- Skills in strategic communications planning, public relations, and hands-on implementation
- Skill in organizing work, prioritizing, multi-tasking and evaluating and improving processes
- Skill in intermediate to advanced level Microsoft Office applications, including, but not limited to Outlook, Word, Excel, PowerPoint and Publisher
- Ability to follow-through and handle details accurately and meet deadlines
- Ability to communicate both verbally and in writing and develop good working relationships with City staff, elected officials and the general public
- Ability to analyze moderately complex information and processes and prepare accurate reports and correspondence

Minimum Qualification

- Associate' degree in Communications, Business Management or Marketing, Graphic Design, Digital Publishing, Print Media Graphic Design, or equivalent
- Two years' experience designing and maintaining websites
- Two years' experience demonstrating proficiency with Adobe Creative Suite
- Two years of paid applicable communications experience
 - An equivalent combination of education and experience will be considered
- Excellent spelling, grammar, writing, rewriting, and copy-edit skills
- Proven Microsoft applications experience -- (Word, Excel, PowerPoint, Publisher)
- Working knowledge of design software and graphic tools such as, InDesign, Illustrator and Photo Shop
- Valid MN driver's license

Desired Qualifications

- Bachelor's degree in Business, Communications, Journalism, Marketing, or Business Management or equivalent
- Three years of paid applicable experience in the following areas:
 - Experience with computer graphics, web design, desktop publishing, and related publishing tools and resources
 - Experience writing newsletters, articles, and press releases
 - Additional coursework or experience in marketing, design, photography, web site design, and development, advertising, or public relations
 - Previous experience in a government setting
- Strong sense of ownership and the ability to work both independently and as part of a team
- Experience solving problems and managing several projects; strong organizational and project management skills
- Demonstrated ability to work well with others and lead by example

Supervision of Others

Not Applicable

Equipment/Job Locations

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of the job. Duties performed are typically inside.

This position description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the city and requirements of the job change.

The City of Ramsey is an Equal Opportunity Employer in compliance with the Americans with Disabilities Act. It will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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JOB ACTIVITY REQUIREMENTS
Communications and Events Coordinator

| Job activity requirements | | | | | |
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| | Physical Activities | Very Important | Important | Slightly Important | Not Important |
| 1 | Standing | x | | | |
| 2 | Sitting | x | | | |
| 3 | Walking | x | | | |
| 4 | Lifting | | | x | |
| 5 | Pushing / Pulling | | | x | |
| 6 | Carrying | | | x | |
| 7 | Climbing | | | | x |
| 8 | Kneeling | | | | x |
| 9 | Crawling | | | | x |
| 10 | Crouching | | | | x |
| 11 | Bending at waist | | | | x |
| 12 | Reaching | x | | | |
| 13 | Handling Objects | x | | | |
| 14 | Repetitive Hand Motion | x | | | |
| 15 | Use of Arm Muscles over Extended Periods | x | | | |
| 16 | Use of Leg Muscles over Extended Periods | x | | | |
| 17 | Overhead Work | | | | x |
| 18 | Stationary desk or bench work | x | | | |

This job requires employees to be able to lift and carry up to 24 pounds without assistance.

| Job working conditions | | | |
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| | | Yes | No |
| 1 | Working Outdoors | x | |
| 2 | Working Indoors | x | |
| 3 | Operating forklifts or dangerous equipment | | x |
| 4 | Operating motor vehicles | | x |
| 5 | Providing work direction to other employees | | x |
| 6 | Working with chemicals | | x |
| 7 | Working near fumes and vapors | | x |
| 8 | Driving a City vehicle or personal vehicle | | x |
| 9 | Driving is an essential function of this job | | x |
| 10 | Subject to random DOT drug and alcohol testing | | x |