



Position Title:	Communications Specialist
Department:	Administrative Services
Reports To:	Administrative Services Director
FLSA Status:	Non-Exempt
Safety Sensitive Position:	No

PRIMARY OBJECTIVE OF POSITION:

The Communications Specialist assists with day-to-day City communications, including but not limited to social media and website management, ADA compliance, content creation, and cross-departmental support to ensure continuity, consistency and responsiveness across communication platforms. The Communications Specialist works closely with the Communications Coordinator focusing on implementation, technical execution, as well as departmental assistance.

ESSENTIAL FUNCTIONS/PRIMARY RESPONSIBILITIES:

Content Creation & Digital Communications

- Assists with social media posts related to City projects, events, service updates and emergencies.
- Assists with drafting content for the website and internal communications.
- Creates and edits graphics, flyers, posters, brochures, maps, and visual content for City departments.
- Edits and polishes written content, including City Council highlights, newsletters, FAQs, and articles.
- Assists in developing recruitment and other employment-related communications.

Website Administration & ADA Compliance

- Assists with maintaining and updating the City website to ensure accuracy, accessibility, and ADA compliance.
- Creates and maintains accessible documents, including screen-reader-friendly materials and fillable PDF or online forms.
- Updates forms, links, policies, procedures, and department pages as directed.
- Provides backup support for website administration.
- Coordinates with Information Technology on website functionality, troubleshooting, and user access.

Photography, Video & Media Support

- Photographs City events, meetings, trainings, and community activities to support communications and documentation.
- Records presentations, trainings, and meetings for organizational or public access.
- Assists with basic video editing and image preparation for websites, social media, and the employee intranet.
- Maintains an organized archive of photos, videos, and digital media assets.

Departmental & Cross-Functional Support

COMMUNICATIONS SPECIALIST

- Provides communications support to multiple departments, including IT, Parks, Engineering, City Clerk, Human Resources, Public Works, and Planning/Economic Development.
- Creates maps (including interactive and GPS-enabled maps), promotional materials, and informational handouts.
- Assists with promotion, events, open houses, elections, ribbon cuttings, and community outreach activities.
- Supports internal communications such as all-staff events, presentations, intranet updates, and training materials.
- Helps update and format manuals, policies, procedures, and training documents.
- Demonstrates effective, respectful communication and fosters positive working relationships with staff at all levels, external organizations, and community members.
- Performs essential position duties and responsibilities under the working conditions and physical demands described herein.
- Performs other related functions as apparent or delegated.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of website content management systems and ADA accessibility standards.
- Knowledge of graphic design principles and digital content best practices.
- Skill in Adobe Creative Cloud applications (including Illustrator, Photoshop, and InDesign).
- Skill in Microsoft Office applications, including Word, Excel, and PowerPoint.
- Skill in clear, effective written and visual communication.
- Ability to manage multiple projects, meet deadlines, and adapt to changing priorities.
- Ability to work collaboratively across departments and maintain positive working relationships.
- Ability to follow established branding, style, and communication guidelines.
- Ability to be present during regularly scheduled work hours and occasionally outside standard hours as needed.

MINIMUM QUALIFICATIONS:

- Associate's degree in Communications, Marketing, Graphic Design, Digital Media, or a related field, or equivalent experience.
- One (1) year of experience in communications, website management, digital content creation, or a related field.
- Experience working with websites, social media platforms, and digital content tools.
- Proficiency with Adobe Creative Cloud and Microsoft Office applications.
- Strong writing, editing, and proofreading skills.

DESIRED QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Journalism, Graphic Design, Digital Media, or a related field.

COMMUNICATIONS SPECIALIST

- Experience with ADA compliance and accessibility standards.
- Experience creating fillable forms, interactive maps, or multimedia content.
- Experience in a municipal or government setting.

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 are typically performed indoors and occasionally outdoors.

CONDITIONS OF EMPLOYMENT:

- Must comply with organizational and departmental policies.
- Must adhere to safety policies and actively promote safe practices in the workplace based on mandatory safety training.

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 encourage both prospective and current employees to discuss potential accommodations with the employer.

JOB ACTIVITY REQUIREMENTS

Job activity requirements					
	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 the 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			

Job working conditions			
		Yes	No
1	Working Outdoors	X	
2	Working Indoors	X	
3	Operating 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 a personal vehicle	X	
9	Driving is an essential function of this job		X
10	Subject to random DOT drug and alcohol testing		X