

FLSA STATUS: NON - EXEMPT

## COMMUNICATIONS COORDINATOR

### DEFINITION

As part of the City's Communications Team, this position is responsible for coordinating, updating, and managing the City's website content, updating and monitoring the City's social media platforms, and supporting production of print publications such as the "Good Living" and "Spotlight" newsletters.

The Communications Coordinator will develop content for the website, including producing, filming, and editing video; and supporting various outreach efforts as assigned in an effort to inform and engage the community. This position will require the ability to occasionally work weekends and/or evenings, as assigned. As member of the City Manager's Office's Communications team, this position will review and approve website content developed by all other City departments to ensure grammatical excellence, as well as consistency with the City's communications standards, social media policy, and outreach guide. This position will ensure information is accurate and up-to-date, and that all opportunities for public engagement and feedback are properly noticed.

This position will manage modules that support the City's website, such as department project pages, specifically the Community Development and Public Works departments, in coordination with department staff. The Communications Coordinator will assist in the production, editing, and distribution of all City communications, including social media posts, videos, billboard ads, flyers, surveys, and newsletters.

### SUPERVISION EXERCISED AND RECEIVED

Supervised by the Assistant City Manager, with direction from the Communications Manager. It is likely the Communications Coordinator will report directly to the Communications Manager once a Communications Division is established.

### ESSENTIAL AND IMPORTANT DUTIES (Illustrative Only)

- Update and manage City website content, including project pages, news items, calendars, and E-notification emails;
- Monitor website analytics through Siteimprove and other available tools; analyze information and take action as necessary to improve website functionality and provide reports to Communications Team;

- Write, edit, and prepare informational materials to inform the community of City issues, services, programs, and events;
- Develop, plan, and implement opportunities to improve public awareness of and involvement in City services, programs, plans, and projects;
- Establish, maintain, and foster cooperative working relationships with City departments in the course of work to support the website and communications needs of all departments;
- Provide training to other departments and staff as needed related to best practices for website communication and maintenance;
- Provide basic graphic design work and perform visual content creation and editing for use on the City website, social media channels, and video series; take photographs as necessary;
- Prepare topics for the City's online town hall forum, Shape San Carlos, and monitor and report on activity;
- Produce videos on various topics for posting on the Website, YouTube, and other City outlets;
- Support the Communications Team on other communications efforts as needed, maintain and update the City's social media resources (Facebook, Twitter, Instagram, Youtube, and Nextdoor), insuring an active and engaging presence and appropriate content;
- Prepare information for billboards and local TV channel;
- Assist with various tasks as assigned, including community engagement and volunteer events.

### JOB-RELATED AND ESSENTIAL QUALIFICATIONS

#### Knowledge of:

- Website maintenance and content development;
- Social media platforms, tools, and account management;
- Graphic design and multimedia production and editing tools like Photoshop, Canva, Adobe, etc. (preferred);
- Excellent grammar, punctuation, spelling, and diction;
- Collaborative problem-solving methods;
- Conceptual and analytical thinking;
- Local government, particularly city services and programs (preferred);
- Principles and practices of public outreach and communication.

#### Ability and Skills to:

- Post content, monitor, and evaluate website and social media outlets;
- Develop written material, photos, and video for the community;
- Work proficiently with Microsoft Office, including effective use of Word, Excel, and PowerPoint;
- Communicate effectively orally and in writing. Write clearly and concisely for a variety of audiences and prepare public information to engage and inform the community;

- Comprehend and follow oral and written instructions; review data in detail to check for errors or omissions; manage time and activities to complete assignments timely; and function independently with minimal supervision;
- Effectively manage project assignments and multiple priorities to operate within budget and meet all objectives and deadlines;
- Establish effective relationships with those contacted in the course of work, ensuring positive interpersonal relations with others;
- Develop and maintain administrative databases and other information;
- Make presentations;
- Work with teams to complete various tasks as needed.

### EDUCATION AND EXPERIENCE

Sufficient education and experience to successfully perform the essential duties of this classification. A typical way of gaining the knowledge, skills and abilities would be:

Experience: Two (2) years professional experience in managing public engagement activities, updating and editing website content, writing and editing for various media, including website and social media, and preparing written and visual content for a variety of platforms.

Education: Bachelor's degree from an accredited college or university with major course work in in communications, marketing, or journalism preferred.

### Licenses and Certificates

Possession of a valid California Driver's license.

### SPECIAL REQUIREMENTS

Position may require prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement, and fine coordination when using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data, and using a computer, and hearing and speech to communicate in person and over the telephone. The need to lift, drag, and push files, paper, and documents weighing up to 25 pounds also is required. Ability to travel to various locations within and outside San Carlos to meet program needs and fulfill the job responsibilities. Ability to assist with in the setup of event sites. Must be able to conduct City business during day and evening hours, including occasional weekend and irregular hours. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

### WORK ENVIRONMENT

Incumbent generally works in an office setting. The noise level in the work environment is usually quiet, but can be moderately noisy. The work environment requires working in a public setting and interacting with members of the public. The incumbent may potentially be asked to work remotely, part or full time, depending on the needs of the organization.