

Proposed Hourly Salary Range: \$21.25 - \$27.13 per hour



## City of Lemon Grove

### **COMMUNICATIONS SPECIALIST**

**(Part-Time)**

#### **Class Specification**

### **DEFINITION**

Under general direction and supervision of the City Manager, supports the City's outreach and communications platforms; works closely with the City Manager and City staff to help the City communicate with and engage our residents about City programs and current (and planned) events; possesses strong writing skills; and assists in preparing marketing publications concerning City services, activities, and programs.

### **FLSA STATUS**

Part-Time: (Non-Exempt – Eligible for Overtime)

### **SUPERVISION RECEIVED AND EXERCISED**

Direction is provided by the City Manager and/or his/her designee.

### **EXAMPLES OF DUTIES**

- Manage and expand the City's social media accounts; monitor and update information as necessary.
- Research, draft, for approval, and disseminates timely and accurate City related information to the public through various outlets including, but not limited to, social media, email notifications, newsletters, articles, reports, etc.
- Evaluate and measure mobile and social media accounts, pages, and groups on all applicable platforms.
- Create visual and written content and support development of print and online materials for the City.
- Write, edit, verify and review materials for completeness, accuracy, and conformity to standards; ensure Citywide communications consistently reflect common themes, messages, and styles.
- Create flyers, brochures, and other materials using a variety of desktop applications.
- Research and recommend new and alternative ways to maximize public outreach to enhance community outreach and engagement and increase public awareness of City happenings.
- Recommend procedural and process changes to ensure efficient operations; maintain a variety of files and records.
- Represent the City at assigned meetings, functions, or events as assigned while fostering positive working relationships with partner agencies, community groups, non-profit organizations and the community.
- Conduct special projects and studies; provide other project and communications support to the City Manager's Office.
- Interact with co-workers at all levels in the organization using principles of good customer service.
- Perform related duties as assigned.

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## **MINIMUM QUALIFICATIONS**

### Knowledge of:

Techniques and methods used in the development and evaluation of communications; principles and practices of research, journalism, and graphic design; latest technologies and mechanisms for social media and interactive outreach; principles of business letter writing and report preparation; pertinent Federal, state, and local laws, codes and regulations; computer applications related to desktop publishing; word processing, and graphic presentations; proper English and journalistic styles appropriate for print.

### Ability to:

Possess strong writing skills; research and prepare public information materials for presentation and dissemination through a variety of communications media; prepare and present a variety of communications materials; exercise judgment in release of information; work on concurrent assignments under time constraints; work independently without direct supervision and communicate clearly and concisely, both orally and in writing.

## **EXPERIENCE AND EDUCATIONS**

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

### Experience:

A minimum of one (1) year of responsible level experience involving the development and coordination of public affairs, public information, community outreach, social media, and marketing.

### Education:

Bachelor's degree from an accredited college/university with major course work in communications, public relations, marketing, journalism or closely related field.

### License or Certificate:

Possession of, or ability to obtain, a valid Class C California driver's license.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

### Environment:

Work is performed primarily in a standard office and field environment with extensive public contact and frequent interruptions; may be required to travel outside City boundaries to attend meetings/City events.

### Physical:

Primary functions require sufficient physical ability and mobility to work in an office and field environment; conduct field inspections and document findings accordingly; handle potentially adversarial or hostile situations; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; lift, carry, pull, and/or push light to moderate objects (up to 25 lbs.); to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using

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various modes of private and commercial transportation; and to verbally communicate to exchange information.

**GUIDELINES**

The duties listed above are intended only as illustrations of the various types of work that may be performed. The list may not include all required duties. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

The class specification does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approved by Lemon Grove City Council: July 6, 2021

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