

DEPARTMENT: 10-01 – Administration  
JOB TITLE: Communications Specialist/PIO/Marketing Specialist  
SUPERVISORS TITLE: City Manager/Finance Director

#### Job Summary:

Develops and coordinates internal and external communication strategies to project the values, goals and positive image of the City. Functions as a consultant within the organization on communication methods and issues. Maintains contact with the local news media, prepares and disseminates press releases and announcements, arranges press conferences and serves as an information liaison for the City. Provides general assistance to the City Manager and Director of Finance with regard to operational and administrative needs.

Will initiate planning, development and implementation of marketing and public information campaigns and programs for the City of Brady with a heavy emphasis on digital communications. Will maintain the City's website and social media sites, and will assist with writing and editing of the citizen newsletters. Serve as the community and media relations liaison for City employees and the media. Will act as the Public Information Officer in emergencies and special events, as required.

Under general direction, is responsible for performing a wide variety of graphic art and promotional materials for print and digital media; performing administrative professional work coordinating projects and activities between various divisions, departments, public agencies, and private sector representatives. Manage several social media platforms and websites between department divisions.

Under general direction, is responsible for performing media relations and community engagement to promote, support, and integrate community involvement into City governance. Provides public relations support for all City departments to improve the timely and accurate distribution of information to the public.

Will assist with internal IT duties and contribute to IT support needs of the city staff and IT network. Some of those duties include email set up, password assistance, liaison to the city's IT company, attend IT Committee meetings, and assist with budgeting for IT maintenance and needs.

**GENERAL PURPOSE:** Under general supervision, this position is responsible for progressive and innovative marketing strategies and plans for department programs, services, parks and facilities. Responsibilities include development of promotional campaigns, sponsorship proposals, extensive layout and design of marketing materials, news releases, reports and other documents. Position will be responsible for various research projects, customer service surveys, program evaluation and demographic analysis. The position will provide administrative support to the department and be assigned various projects such as web based marketing projects, research of benchmark practices, data collection of programs and services and other projects as assigned.

#### **PRIMARY DUTIES AND RESPONSIBILITIES:**

The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

#### Essential Job Duties:

- Writes official City news releases and community announcements by gathering information from city departments.
- Trains city department managers and supervisors on media relations and interview skills, as needed.
- Responds to emergency situations, as needed, to coordinate information.
- Responds to incoming questions on the City of Brady's e-mail address.
- Manages and provides content for all City social media to include but not limited to City website, Facebook, Twitter, etc. Manages content development for City's websites.
- Coordinates the City website information, updates, corrections, etc. with Department Heads and staff
- Responsible for content design and management on the City Intranet and mobile apps.
- Reviews and prepares communication directly for citizens and Council Members on goals and objectives of the City and the Bi-monthly Council Packets.
- Resolves requests and/or problems and represents the City in private and public functions.
- Initiates and reviews special projects designated by the City Manager &/or Director of Finance.

- Coordinates information exchange and task completion among departments.
- Manages the City's Website Citizens Action Center.
- Types/creates documents and presentations as needed.
- Prepares marketing materials for enterprise funds (Airport, Lake, Golf, Utilities) and other City initiatives, aids associated entities marketing as assigned.
- Provides leadership and guidance on communication, branding, and marketing of City initiatives, policies and services.
- Develops and implements short- and long-term communications goals, strategies, deliverables, and performance metrics.
- Provides or coordinates staff training and works with employees to correct deficiencies.
- Writes and edits communications materials for the City Manager and Finance Department Director, including speeches, scripts, talking points, and formal correspondence; and independently composes reports and memoranda.
- Prepares the City Manager/Mayor for presentations, speeches, and official appearances.
- Coordinates design, writing, and editing of print and electronic marketing materials.
- Develops, distributes, and follows-up on press materials that support assigned activities. Assists in the planning, marketing, and execution of special events that support assigned activities.
- Develops social/electronic media strategies that support communications initiatives. Conducts public education programs and presentations. Assures consistency and quality of communications materials and alignment with city guidelines and expectations.
- Supports City departments in production of publications, brochures, and communication pieces.
- Stay abreast of and help to implement innovative and useful methods of communication with focus on trends in social media and external public relations.
- Performs related duties and fulfills responsibilities as required.
- Assist citizens with complaints, and inquiries
- Assist with collection and production of informational papers and communications.
- Assist in the oversight of Holiday activities, Memorial Day, Veteran's Day activities and other special events and help to develop public outreach programs as needed.
- Experience with Digital and traditional Media Design.
- Technical requirements for print and electronic media for production, webcast and placement of advertising materials.
- Advanced computer applications including specialized computer graphics software for design and layout of promotional materials.
- Professional journalistic methods, including research, publication and presentation.
- Correct English grammar, composition, spelling, punctuation and vocabulary for various documents and reports.
- Establishing and maintaining cooperative working relationships with co-workers, media representatives and the general public.
- Manages creation of internal and external publications such as newsletters, brochures, reports and other materials for distribution to the public that highlight City services and programs.
- Develops and implements strategic communications initiatives.
- Conceptualizes and scripts program videos to air on the government access channel.
- Develops and oversees development of news releases to inform the public of City events and/or programs.
- Responds to media requests to include providing information, scheduling interviews and acting as the city spokesperson.
- Organizes and facilitates city events including groundbreaking, dedications, farewells, luncheons, and ceremonies.
- Oversees creation of invitations, programs and other materials for various city events.
- Maintains media contacts, fact sheets, and photographs for use in organizational and Communications initiatives.
- Works closely with the Director of Finance to achieve financial transparency standards on the city's website.
- Responsible for IT coordination with the city's IT Company, passwords, email set-up, and budgeting requirements.
- Performs other duties as assigned.

**Physical and Environmental Conditions:**

May work irregular hours in inclement weather including weekends, holidays, and extended hours in emergencies, disasters, or other situations demanding the presence of the PIO. Must be able to communicate clearly under what, at times, could be highly stressful situations. Ability to sit, stand, walk and drive a vehicle to and from various work sites.

Work is performed in an office environment; is subject to sitting, standing, bending and reaching for extended periods of time; and must be able to safely pull, push, lift and carry items weighing up to forty (40) pounds. Some events and activities require working outdoors in extreme weather conditions.

***Must be able to provide services for the benefit of the general public during emergency situations that threaten the safety of Brady's citizens, and that, City employees must be able to work immediately before, during, or immediately after an emergency.***

## **Requirements**

Employee communicates with news media personnel and provides the release of information in accordance with applicable guidelines. Communicates with other departments within the City, other employees within the workgroup, as well as city council, citizens, outside agencies and various boards and commissions.

Knowledge of administrative directives of the City of Brady. Knowledge of pertinent Federal, State, and local laws, codes and regulations, interprets and applies as necessary. Knowledge of the geography of the city and surrounding vicinity. Must have strong organizational skills and be able to communicate effectively both orally and in writing. Skill to plan, organize and manage time effectively. Ability to work independently in the absence of supervision. Skill in the use of software programs including Microsoft Word, Excel and Power Point.

- Bachelor's Degree in Journalism, Communication or related field plus three years of experience required. Valid Texas driver's license required. Bachelor's degree in Business Administration, English, Communications or related field OR at least six (6) years of equivalent work experience with proven competence in a similar job.
- Bachelor's degree in Journalism, Marketing, Recreation, Business Administration or a related field; AND three (3) years' experience in marketing, communications, or public relations, preferably in a government environment; OR an equivalent combination of education and experience.
- Three (3) year to five (5) years of professional experience in Public Relations; public setting or municipal experience preferred.

## **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Skill in utilizing a personal computer and associated software programs.
- Skill in negotiating shared solutions on project/program priorities and communications strategies.
- Skill in handling conflict and uncertain situations.
- Knowledge of pertinent Federal, State, and local laws, codes and regulations.
- Skill in utilizing a personal computer and associated software programs.
- Skill in negotiating shared solutions on project/program priorities and communications strategies.
- Skill in handling conflict and uncertain situations.
- Ability to organize and review the work of professional, technical, and clerical personnel.
- Ability to interpret, explain, and apply City and department policies and procedures.
- Ability to understand departmental operations, services, and activities.
- Ability to prepare clear and concise reports.
- Ability to communicate effectively, both verbally and in writing.
- Ability to establish and maintain effective working relationships with those contacted in the course of work including City officials and the general public.
- Independently composing articles, reports and correspondence.
- Design and layout of marketing materials, and merging text and graphics on computer systems.
- Preparing advertising and creative media information for diverse audiences.
- Effective use of social media including email blasts, email newsletters, and on-line surveys.
- Collecting data, preparing special reports, and effectively presenting marketing information.
- Assessing and prioritizing multiple tasks, projects and demands.
- Effective communication, both verbal and written.
- Ability to coordinate and administer social media including posts, videos, live feeds, and other media.
- Ability to effectively communicate both verbally and in writing; Working Knowledge of the Associated Press Stylebook and Libel Manual; Working knowledge of Microsoft Office, PowerPoint and Publisher programs; Working knowledge of Facebook, YouTube, Twitter and other social media; Graphic design skills preferred; Ability to work independently to research, compile, and summarize a variety of informational and statistical data; Ability to establish successful working relationships; Ability to meet deadlines and work effectively in a fast-paced environment; and Ability to work outside of normal 8:00 a.m. until 5:00 p.m. business hours.
- Develops marketing plans for the department; designs promotional brochures, flyers, newsletters and other promotional pieces. Reviews participation/revenue trends and provides ideas for improvement; designs systems for customer input into program planning and services; provides market research techniques to determine customer loyalty and retention; builds online event marketing programs including event e-newsletter, email blasts and updates the departments' overall web-based presence.

Develops sponsorship proposals and acquires sponsorships and grants (through Grants Coordinator) for special events and projects; works collaboratively with the team in identifying, defining and acquiring funding resources available to the department.

- Conducts surveys including benchmarks practices of programs and services; works on various committees as assigned, researches grants and other fundraising options for various programs and initiatives; conducts program and demographic profiles of current customer base; and develops and manages a department wide customer service program. Works collaboratively and creatively with staff to generate new ideas and enhancements that will achieve the evolving goals of the department.

Develops programs to support community engagement and community building. Recruits and volunteers for special events and projects. Establishes strong working relationships with associates, community members, vendors with a high level of integrity.

- Interprets and explains city programs to clients, community groups, committees, staff and volunteers; resolves problems and customer service inquiries within scope of authority.

Participates in formal and informal public meetings with government agencies and public groups to review and present city program plans.

Performs other duties as assigned or required.

Current principles, techniques, and goals of marketing, promotion, social media, advertising, public information, media relations and community relations programs.

I understand the duties listed above and that the duties are not limited to those listed, and I have received a copy of this job description.

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Candidate

Date

I have reviewed this job description and the duties with the candidate named above.

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Interviewer

Date