



Job Title: Communications Specialist
Reports To: City Administration
FLSA Status: Exempt
Job Grade: 48
Department: Administration
Approved by: City Administrator
Date Prepared: July 22, 2016

SUMMARY

The Communications Specialist manages external communications for the City of West Fargo, including media relations, multimedia promotional campaigns, city website, social media, web and social media related policies, printed publications and the operation of public and government access television channels. This individual manages internal communications including the employee newsletter and electronic and paper communications.

ESSENTIAL FUNCTIONS: -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to, the following:*

- Manages the City's external communications including media relations, multimedia promotional campaigns, printed publications and operation of public and government access television channels
- Work with staff and/or committees to promote city-sponsored events
- Develops and executes public outreach plans
- Develops and maintains web content
- Oversees the creation and use of social media accounts for the city and city departments
- Operates and oversees the programming for public and government access television channels through the cable provider
- Creates, designs and produces brochures, posters and other printed and electronic communications materials including the City newsletter and employee newsletter
- Communicates courteously and professionally and maintains working relationships with others in carrying out job functions
- Performs other duties as required or assigned.

MINIMUM QUALIFICATIONS

Education, Training and Experience Guidelines

Bachelor's Degree in communications or a closely related field and previous experience in public and/or media relations is required.

Knowledge of:

- City organization, operations, policies and procedures.
- Principles and practices of public/media relations
- Print and electronic media
- Human resource management practices such as training, discipline, delegation, etc.
- Computer software

Skill in:

- Adobe InDesign, Photoshop, Illustrator, and/or similar programs
- Microsoft Office programs
- Writing, editing, organizational and oral communication
- Public relations and media relations
- Effective verbal and written communication
- Establishing and maintaining effective working relationships with others

LICENSE AND CERTIFICATION REQUIREMENTS

Driver's license is required.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work is performed in a standard office environment.