



CLASSIFICATION DESCRIPTION

TITLE: COMMUNICATIONS SPECIALIST

JOB CODE: 12 (Non-Exempt)

GENERAL DESCRIPTION OF DUTIES

Under general supervision, the position is responsible for contributing to creating content, developing, and implementing communications strategies that strengthen the City of Palm Coast's presence in the community, building awareness of programs and resources, and increasing transparency in government operations. The position is dedicated to overall public relations with an emphasis on digital content, as well as other multimedia methods. Performs related work as directed.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Collaborate on Communication Efforts: Work with city departments to help tell their stories, write news releases, and plan and execute communication and marketing initiatives, including public relations and community outreach efforts.
- Internal Communications: Work with the Human Resources Department and City Special Teams on internal communications amongst City staff.
- Support Branding Efforts: Assist in maintaining and promoting the city's brand, ensuring all communication aligns with the city's identity.
- Social Media Management: Create content for social media and manage the social media calendar, helping to keep the community informed and engaged as well as monitor social media channels.
- Community Engagement: Recommend ways to better engage the public and share information about city services, programs, and departmental stories.
- Campaign Support: Help plan and run media and digital campaigns that promote City of Palm Coast initiatives and events.
- Video & Streaming: Assist with managing the city's YouTube and other streaming services.
- Graphic Design: To support communication efforts, create visual content, including graphics and presentations.
- Photography: Take photos for communication and marketing materials for specific departments to highlight their work.
- Website Support: Assist with designing and maintaining the city's website.
- Stay Updated: Keep up with the latest trends and technologies in digital media.
- Communicate Effectively: Maintain clear and positive communication with staff, community groups, city officials, employees, and department representatives.
- Perform Other Duties: Complete additional tasks as assigned.

MINIMUM TRAINING AND EXPERIENCE

High School Diploma or GED; supplemented by two (2) years of experience in communications or

marketing role; or an equivalent combination of education, training, and experience. Bachelor's Degree in Communications or a related field preferred.

LICENSES, CERTIFICATIONS OR REGISTRATIONS

Must possess and maintain a valid Florida Driver's License.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to understand and follow written and oral instructions and to clearly communicate information both verbally and in writing.
- Considerable knowledge and experience with computers, including using Microsoft Office programs especially Word, Excel, PowerPoint, and Excel).
- Ability to do graphic design.
- Ability to produce video using modern techniques, camera equipment and cell phone/iPad, as well as basic video graphics and design.
- Ability to operate social media channels including Facebook, Instagram, LinkedIn, and Twitter.
- Ability to multi-task and manage a variety of projects in an effective manner.
- Ability to work independently to carry out assignments to completion, as well as to work in a team atmosphere.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with minimal direction.

PHYSICAL REQUIREMENTS

- While performing the essential functions of this job, there is frequent need to sit, stand, walk, talk, hear, distinguish between shades of color, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and lift and/or move 20 pounds.
- While performing the essential functions of this position, the employee is rarely exposed to disagreeable environmental factors.

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.