Job Description

Job Title:	Communication Specialist	Classification:	Classified
Department:	Communications	Grade:	N4
Occupational Group:	Public Information	FLSA:	Non-exempt
Status:	Full-Time	Supervisory:	No

Primary Purpose

Under general supervision of the Director of Marketing and Communication and Assistant Director of Marketing and Communications; provide and coordinate graphic design, public relations and communications activities for the City of Joplin Public Information group and other departments.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Works directly with the Department Director and Assistant Director on communications issues including vision and strategic planning, goal setting, and general direction for the City's key service lines.
2. Serves as a liaison between assigned departments and the general public, including constituent groups and other city departments.
3. Serves as a day-to-day communications support and coordinator based on departmental assignments.
4. Develops and designs various programs, displays, presentations, brochures, fact sheets, newsletters and other communication materials and exhibits for assigned department(s).
5. Assists the Department Director and Assistant Director with the development of educational materials for the general public, elected officials, citizens, civic groups, and news media.
6. Develops content for website and social media activity and works with the Webmaster to ensure updated website presence for assigned department(s).
7. Operates desktop publishing software relating to production and graphic design.
8. Helps review and coordinate the installation, repair, change, or removal of computer hardware and non-linear editing software.
9. Occasionally works with external partner agencies to provide public relations design guidance and assistance on print and electronic media projects.
10. Provides project management guidance and artistic direction for the department communication leads to ensure branding and alignment.
11. Assesses current design software for effectiveness and anticipates future systems needs, including consulting with users, researching alternatives and gathering information; recommends purchases.
12. Coordinates the resolution of hardware and software system problems, including contacting repair personnel when required.
13. Reads, studies and interprets technical manuals, design periodicals and other information relating to visual communications techniques.
14. Travels to off-site locations to perform support for functions such as ribbon cuttings and news conferences, and town meetings, etc.
15. Operates production/graphic equipment.

Other Duties

- Attends training, conferences, and seminars for professional development purposes and to maintain current knowledge of design techniques, evolving styles, etc.
- Attends related task force and other public input sessions.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Extensive knowledge of various multi-media marketing techniques and methods; communication media uses, format requirements, and audiences; computer software applications; correct grammar, standard English usage, punctuation and spelling. Microsoft Office Suite.

Skill in: Effectively plan, develop, organize and coordinate communication activities for key service lines, deal effectively and courteously with associates, news media, agencies, and the general public and develop effective coalitions for achievement of goals and objectives; work independently with minimal direction; utilize sound independent judgment; learn applicable computer software programs; communicate effectively both verbally and in writing including making formal presentations; follow oral and written instructions; present an overall professional image; prepare clear and comprehensive reports; effectively welcome and embrace differences among employees and citizens; performs effectively as a member of the team in carrying out the City's stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of self or others. Microsoft Office Suite.

Education: Graduation from an accredited college or university with a Bachelor's degree in graphic design, communications, journalism, broadcasting marketing or related discipline is preferred.

Experience: Three years full-time work experience including administrative support, marketing, or social media content development and oversight.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in-person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 40 pounds.

Employees may work off-site or outdoors on projects and activities in varying weather conditions, but also work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date:	Type of Change: New position
Revision details: New Position through Use Tax and relevant Action Plans.	