



TOWN OF SURFSIDE MULTIMEDIA COMMUNICATIONS SPECIALIST

DEPARTMENT: COMMUNITY SERVICES AND PUBLIC COMMUNICATIONS EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Community Services and Public Communications Director, performs specialized work, coordinates, implements and manages a variety of special communications projects and programs within the Town and across departments to ensure a cohesive communications program for internal and external audiences.

This position assists with branding, marketing and creative work to further the Town's initiatives, including sustainability and resiliency efforts, tourism and other Town projects. The multimedia communications specialist must have video editing and graphic design skills, as well as excellent writing ability.

ESSENTIAL JOB FUNCTIONS:

1. Assists with writing and production of Town e-blasts using email marketing platforms similar to MailChimp.
2. Assists with preparation and design of the printed monthly Town Gazette.
3. Generates various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant promotional materials.
4. Coordinates video projects, including production and editing.
5. Serve as the Town graphic designer, as needed, creating infographics, flyers and social media collateral.
6. Conducts citizen satisfaction surveys as directed.
7. Assists with the implementation and roll out of communications and marketing plans.
8. Assists with requests from visitors, the community, businesses and general public by evaluating and ensuring appropriate assistance.
9. Identifies opportunities to collaborate with other municipal partners. Serves as conduit/coordinator between neighboring municipalities.
10. Attends important conferences, workshops, and meetings as a Town representative to report back to the Town and assist with adopting best practices, etc.
11. Assists with reviewing and evaluating proposals for new programs and services.
12. Performs other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

MINIMUM QUALIFICATIONS:**KNOWLEDGE, ABILITIES AND SKILLS:**

- Ability to express oneself clearly orally and in writing.
- Ability to research, write and edit informative reports, documents, etc.
- Ability to create and/or edit collateral, PowerPoint, newsletters, targeted emails, and presentation materials.
- Ability to edit videos under changing and competing deadlines.
- Ability to deal with confidential and sensitive matters.
- Ability to develop relationships and establish a peer network comprising other units of government and related organizations and institutions.
- Ability to conduct research, compile and analyze data, write reports, and work with management-level employees.
- Ability to establish and maintain effective working relationships with employees, peers, officials, other agencies, and the public.
- Experience with Adobe Creative Cloud, Canva and other publishing software.
- Knowledge of current social, political, economic trends and operating problems of municipal government.
- Knowledge of Public Administration principles, with particular reference to municipal administration, including basic principles of organization, management, and budget preparation.
- Working knowledge of website, social networking and information retrieval.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four (4) year college or university with a Bachelor's Degree in Journalism, Public Relations, Marketing, Public Administration, or a related field supplemented by course work in management. Experience with communications or journalism focused on sustainability and resiliency issues or a related field is preferred.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATONS OR REGISTRATIONS:

Valid Florida Driver's License (required)

ESSENTIAL PHYSICAL SKILLS:

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to communicate both orally and in writing.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.
- Site visits to projects under construction in Town.
- Travel to local and state meetings.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

Revision History: New 3/24/21

This job description does not constitute an employment agreement between the Town of Surfside and the employee. It is used as a guide for personnel actions and is subject to change by the Town as the needs of the Town and requirements of the job change.

Approved:

Town Manager's Signature: 