

**CITY OF GREENBELT, MD CLASS
SPECIFICATION**

CLASS TITLE: Communications Specialist
DEPARTMENT: Administration
REPORTS TO: Public Information Officer

SALARY GRADE: 12
FLSA STATUS: E
DATE: 11/2022

JOB SUMMARY AND DISTINGUISHING FEATURES OF THE WORK:

This position is with the City's Public Information and Communications Office which communicates city services and information to the public through a variety of media types including: websites, social media, newsletters, list serves, press releases, brochures, the City's Cable Channels, video streaming, visual displays and more. Work is performed under the general direction of the Public Information and Communications Officer.

ESSENTIAL JOB FUNCTIONS:

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Assist in the maintenance and expansion of the City's website. Assist in print layout and video editing.

Create promotional flyers and posters for City events and programs.

Photograph/Video City events and programs for use in printed materials, social media, website etc.

Solicit articles and information from all City departments pertaining to services, programs, events, etc. available to City residents.

Assist in the compilation of the City's quarterly newsletter both in print and electronic media. Work with all departments on creation of informational newsletters pertaining to their departments.

Assist in producing attractive and engaging posts for all of the City's Social Media sites.

Work creating graphics and materials for brochures, electronic media, displays, presentations and more.

Monitor social media and website analytics for trends and effectiveness.

Come up with new and innovative ideas on how to promote City events, programs, and important updates.

Update outdated promotional material.

Have a strong understanding of City Government and how to navigate resources and services.

IMPORTANT JOB FUNCTIONS:

Proficient in Adobe Creative Clouds, especially InDesign, Photoshop, Illustrator and Acrobat.

Proficient in the use of website Content Management Systems.

Must have strong writing skills.

Must be familiar with 35mm Photography, Video and Video Editing.

Performs other related duties as assigned.

MATERIAL AND EQUIPMENT USED:

PC and Mac Computers	General Office Equipment	Adobe Creative Cloud
Graphics Software	Adobe Premiere	Tightrope Media System

Communications Specialist Class Specification

Video and Still Cameras

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

A Bachelor's degree from an accredited four-year college or university. Must include course work in Communications, Graphic Art, or a related field; and,

Three years of layout, graphics, social media, and writing experience.

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

Licenses and Certifications:

None

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

Print Layout

Graphic Design

Photography

Adobe Creative Cloud experience

All computer applications and hardware related to performance of the essential functions of the job.

Department organization, standard operating guidelines and policies, rules, and regulations.

Skill in:

Communicating orally and in writing with the public, internal staff and other departmental staff in order to give and receive information in a courteous manner.

Ability to establish and maintain effective working relationships with fellow employees, city officials, other government agencies, and the general public.

Ability to work independently, multitask, and coordinate and organize multiple projects.

Sensory requirements include standard vision requirements; vocal communication is required for expressing ideas by means of the spoken word; hearing is required to receive detailed information through oral communication and/or to make fine distinctions in sound. This is sedentary work requiring the exertion of up to 10 pounds of force sometimes.

Working Conditions:

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust. The incumbents working conditions are typically quiet.

NOTE: This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.