



**CITY OF BERKLEY, MICHIGAN
3338 Coolidge Hwy
Berkley, MI 48072
JOB POSTING**

COMMUNICATIONS COORDINATOR

Applications are being accepted for a full time Communications Coordinator to develop and disseminate information related to municipal operations, projects and initiatives to residents and businesses using the city's website and social media such as Facebook, Twitter, Instagram, and NextDoor. The incumbent also updates the city's website, monitors and responds to inquiries from the city's social media accounts; monitors and coordinates television programs for broadcast on the government access channel, WBRK. Occasionally required to communicate urgent information and attend evening and weekend meetings and events.

Qualified applicants will have excellent writing skills, a Bachelor's degree in communications, journalism, marketing or a related field and at least two-year's experience as a Communications Coordinator (e.g. public relations, media relations, social media coordinator). Videography, video editing or photography skills is a plus. See the attached job description for details and other requirements regarding this position. The salary range is \$38,352.00 - \$40,000.00, based on qualifications and experience.

To apply for this position, send a completed employment application, resume, cover letter and three professional references by email to: dslove@berkleymich.net.

Submission deadline: Until filled

The City of Berkley is an Equal Opportunity Employer



CITY OF BERKLEY JOB DESCRIPTION

COMMUNICATIONS COORDINATOR

Supervised by: Deputy City Manager
Supervises: No supervisory responsibility

Position Summary:

The Communications Coordinator develops and disseminates information regarding municipal operations, projects and initiatives to residents and businesses using the city's website and social media such as Facebook, Twitter, Instagram, and NextDoor. The incumbent also updates the city's website, monitors and responds to inquiries from the city's social media accounts; monitors and coordinates television programs for broadcast on the government access channel, WBRK; develops and operates within communications budget and ensures broadcast equipment is properly maintained and replaced as needed. Occasionally required to attend evening and weekend meetings and events.

Essential Job Functions:

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties that the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. Develop long-term communications and programming plans to achieve goals established by the City Council and City Manager with the intent to inform and update residents regarding various city initiatives. Develop and implement information dissemination strategies to promote the City of Berkley.
2. Maintain the city's website and post department information (e.g. calendars, RFP's, schedules, special notices, newsletters, etc.) on the city's website and social media accounts. Post emergency notices as required during and after business hours.
3. Develop and implement strategies for special programs for production and broadcast on WBRK, the government access channel.
4. Inform and update residents and businesses about ongoing city initiatives, economic development projects, major construction and other plans implemented by the city.
5. Monitor the city's social media accounts including Facebook, Instagram, Twitter and NextDoor. Develop and post responses to social media comments and inquiries as needed working with the City Manager, Deputy City Manager and appropriate department directors as required.

6. Prepare and administer the annual communications budget. Inform the Deputy City Manager of program and project status and emerging needs.
7. Keep abreast of current issues, changing legislation, policies and new administrative techniques.
8. Establish and maintain productive relationship with other departments, citizens, elected officials, community members and other stakeholders to achieve the city's strategic goals.
9. Performs other assignments as required.

Required Knowledge, Skills, Abilities and Minimum Qualifications:

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.

Requirements include the following:

- A Bachelor's degree in communications, journalism, marketing or a related field.
- At least two-years experience as a Communications Coordinator (e.g. public relations, media relations, social media coordinator). Knowledge of computer applications including Microsoft Office, website content and database maintenance.
- Skills in videography, video editing or photography is desirable.
- Valid State of Michigan Vehicle Operator's License.
- Basic knowledge of the principles, practices and legal regulations of social media.
- Excellent communications skills; able to effectively present ideas and concepts verbally and in writing; able to respond to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- Skill in assembling and analyzing data and preparing accurate reports; able to effectively use office equipment and technology, including computers and specialized software programs. Must be able to master new technologies.
- Required to be able to work remotely during the *evenings and weekends as needed*. Able to quickly assess situations, solve problems, draft emergency messages quickly and under stressful situations, within established deadlines.
- Able to establish and maintain effective working relationships and use good judgment, initiative and resourcefulness when dealing with employees, elected officials, the media, and the public.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.

While performing the duties of this job, the employee is regularly required to communicate with others in person and on the telephone. The employee is frequently required to process paperwork, create and update the city's website, computer files, visually view video productions and edit documents. The employee must frequently lift and/or move items of light to moderate weight (up to 40 lbs) and use hands and arms to finger, handle, and feel and reach. The employee may be required to twist, bend, crawl, push, pull and climb ladders.

While performing the duties of this job, the employee regularly works in a business office setting and sometimes in a television studio or in the field for video production. The employee may occasionally be exposed to adverse weather conditions for outside assignments (up to 20% of the time). The noise level in the work environment is usually quiet but may be moderate to loud depending on the assignment and location.

Revised 9/11/17