



Department:	Economic Development	Salary:	\$43-58k per year
Title:	Communications Coordinator	Date:	10-1-2019
FLSA:	Non-Exempt	Reports to:	Economic Development Director
Residency:	Within 30 miles of the City of Norwalk		

JOB FUNCTION: Develops, coordinates and directs public information, communications strategy and media relations for the City. Ensures delivery of a consistent message of the City organization which projects a positive community image via methods using current trends and technology. Assists City Departments with grant writing and general communication to residents and businesses for the purpose of education and promotion of City activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following duties are normal for this position but dependent upon the level of skill, ability, and experience of the individual. They are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Coordinates the City's internal and external public relations functions; prepares news releases and media alerts; designs brochures and public information pieces on a wide range of issues affecting the City's residents and businesses.
- Develops and maintains effective working relationships with media contacts; responds to public information requests in a timely manner.
- Ensure coordination of marketing materials and consistency of messaging to capitalize on City's brand/identity.
- Maintains the City's website and mobile app content in collaboration with various City employees, coordinates the development of future online solutions impacting the City and its residents.
- Develops organizational publications including, but not limited to annual reports, brochures, flyers and other informational publications on issues affecting the city and its residents using various graphic design software packages.
- Prepares materials for and assists with presentation materials such as PowerPoint and Google Slides.
- Prepares correspondence, reports and media communications for City departments, the Mayor and City Council.
- Works with each department in the City to develop unified and coordinated marketing and communications plans to ensure all forms of communication are coordinated timely, accurately and "on message" in order to promote credibility, public trust and the best interests of the City of Norwalk.
- Conducts research of available government and other grant sources; disseminates grant information to staff; assists in the writing and submission of grant applications.
- Maintain city photo/video library for use in communications/marketing materials. May occasionally serve as an event photographer and/or videographer and assist with drone footage and video production when needed.
- Manage access to and integrity of City-branded items (letterhead, templates, stationery, etc.) to ensure staff can easily access appropriate materials and to maintain the integrity of City

brand and image. Disseminate and encourage organization-wide use of common templates, fonts, etc.

- Utilizes social media tools to communicate City information and events. Monitor and respond to questions, concerns and feedback on these sites.
- Must possess excellent communication skills (both verbal and written) and apply general customer service skills by greeting customers, answering phones and handling questions to completion.

MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL FUNCTIONS:

Entry Requirements and Skills:

- Bachelor's degree in Communications, Journalism, Marketing, Graphic Design, Public Administration, or related field and
- Knowledge of current social media practices.

Physical Requirements/Essential Functions:

- Basic physical mobility (i.e. move around construction sites for setup of ground breaking events)
- Occasional lifting or moving of light to medium weight objects such as folding chairs and tables, portable speakers, outdoor event signs, setup tents, traffic cones, etc.

Functional Requirements:

- Climate controlled office with hazards typical to that environment.
- Assignment could include participation and/or representation at meetings for the City of Norwalk.
- Standard work hours will be Monday-Friday, 8:00 a.m. - 4:30 p.m.

SKILLS:

- Ability to communicate effectively with others, both orally and in writing, using both technical and non-technical language
- Thorough knowledge of modern office procedures, practices, equipment, and filing systems
- Ability to recognize the importance and sensitivity of accurate and timely requisition and payment of department obligations per established agreements
- Ability to recognize the hierarchy of multiple work assignments with overlapping deadlines and prioritize them to meet deadlines and task expectations.
- Ability to learn, understand, and follow oral and/or written City and Departmental policies, OED-specific programs, rules, procedures, practices, instructions, and objectives.
- Ability to operate a personal computer using standard or customized software.
- Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions.
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines and tolerate a high level of interruptions.
- Ability and willingness to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.
- Integrity, ingenuity and inventiveness in the performance of assigned tasks.
- Two years of experience, preferably in a government environment.
- Knowledge of and experience with state, local, federal, and foundation grant policy procedures.

- Knowledge of and experience in research techniques, grant sources, and availability of information.
- Knowledge of current principles and practices of public administration, policy development, and operational functions within a municipality.

LICENSES AND CERTIFICATES:

- Driver’s license in the State of Iowa

ACKNOWLEDGEMENT

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the Employer reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed as directed by the Employer. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the Employer has a similar right.

Employee’s Signature	Date	Department Head	Date

The City of Norwalk is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with the Employer.