

City of Shakopee
POSITION DESCRIPTION

TITLE: Communications Specialist
DEPARTMENT: Administration
CLASSIFICATION:
REPORTS TO: Communications Coordinator
STATUS: Full-Time, Non-Exempt
PAY GRADE: 150
LAST REVIEWED:

SUMMARY

Assists the city's efforts to inform, educate and communicate with residents, businesses, employees and other stakeholders. Coordinates the operation of Shakopee Government TV and maintenance of associated equipment, ensuring the efficient and reliable capture and playback of programming. Responsible for content and use of electronic newsletters, video production, social media, digital marketing tools and more.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Supports the city's overall communications strategy, as identified by the city's communications coordinator.
- Plans, coordinates and prepares external electronic newsletters, including soliciting content, writing articles, proofreading, editing and designing graphic layout.
- Develops and implements creative and effective digital marketing strategies to promote the city, its programs, community services, events and more.
- Works with city departments to create informational videos for distribution via Shakopee Government TV, the city website, YouTube, social media, council presentations, etc. This includes developing, directing, editing and creating videos and special presentations, as needed.
- Uses city social media tools such as Facebook, Twitter, Nextdoor, Instagram, YouTube, etc. to achieve the goals of the city's communications strategy.
- Develops and edits digital content for the city's website, blogs, emails, etc.
- Ensures the efficient and reliable capture and playback of government access programming. Keeps all necessary equipment in good repair. Assists in the training and support of part-time cable technicians.
- Schedules weekly government access programming and publicizes the channel's offerings.
- Recommends long and short-term equipment replacement and acquisition plans.
- Coordinates the live and on-demand streaming of government access programs. Serves as a liaison to the school district in its operation of the Educational Access Channel.
- Keeps up to date on cable/telecommunications issues and advises communications coordinator of such.
- Monitors and analyzes data from surveys, community feedback, social media and website analytics and advises in areas of improved digital engagement.
- Assists with the production of the city's print publications, brochures, press releases and other informational documents in collaboration with city departments for internal and external use.
- Performs other related duties as apparent or assigned.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Excellent written and oral communication skills.
- Thorough knowledge of English grammar, spelling and punctuation.
- Ability to communicate complex and technical information to a diverse audience including city residents, local businesses, elected officials and members of the media.
- In-depth knowledge of and ability to operate equipment used in video broadcast, recording, production and editing.
- Photography skills, including basic knowledge of lighting and composition and the ability to edit photos for use in print and electronic forms.
- Ability to use common Microsoft Office programs, such as Word, Excel and PowerPoint; as well as web-based email and timesheet software.

- Ability to use desktop and web-based publishing software, such as Adobe Creative Suite (InDesign, Illustrator, Photoshop and Premiere).
- Experience with website content management software.
- Ability to establish and maintain positive, professional working relationships internally with co-workers and supervisors and externally with representatives of the media and neighboring jurisdictions.
- Ability to work with the public in a friendly, tactful manner.
- Ability to prioritize work load and manage multiple projects or tasks at a time.
- Ability to outside normal business hours occasionally to ensure the reliable operation of Shakopee Government TV equipment or to carry out programming or public meeting responsibilities.

INTERNAL/EXTERNAL CONTACTS

- Daily contact with Department of Administration and other departmental staff.
- Regular contact with the public.
- Some interaction with Department Heads to provide support and assistance.

QUALIFICATIONS

Minimum Qualifications

Associate degree in communications, public relations, journalism, video production or a related field; two years of related work experience; experience with Adobe Creative Suite; and a valid driver's license. Availability to work some evenings.

Desirable Qualifications

Local government knowledge and/or experience. In-depth knowledge of video production, editing or broadcasting, including software such as Tightrope Cablecast, Swagit, Adobe Premiere and Broadcast Pix. Fluency in a second language, in addition to English, that has a recognized presence in the community (Spanish, Russian, Hmong, etc.).

WORKING CONDITIONS

The normal work environment is a modern, climate-controlled office building, with moderate levels of noise generated by conversations, phones and other office equipment. The employee is occasionally required to work outside in a variety of seasonal weather conditions to photograph events and may occasionally work in and around emergency scenes to assist the police and fire departments with communication needs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand and move about the office; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employee is required to speak, hear and see to share information, receive instructions and complete tasks using a computer screen. The employee must occasionally lift and/or move up to 25 pounds.

EQUIPMENT REQUIRED TO PERFORM JOB

- Desktop Computer
- Desktop Phone
- Copy/Scanner/Fax Machine
- Digital Camera
- Video Camera