

Communications Specialist

FLSA Status: *Non-Exempt*

General Definition of Work

Performs communications work promoting the City, serving as a professional public relations representative, and executes related work as assigned. Work is performed under the supervision of the Communications Director. Work hours are 7:30a.m. to 4:30 p.m. Monday through Friday with 1 hour for lunch.

Qualification Requirements

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.

Essential Functions

- Serves as the City's public relations representative and spokesperson.
- Maintains City social media sites & activities.
- Creates and develops press releases-
- Serves as a liaison to WeCan, Westfield's community association network.
- Develops a strategic hospitality plan for the City.
- Organizes special events including open houses, tours, public meetings, ribbon cuttings, etc.
- Serves as a communication liaison to the Chamber of Commerce, the school district, associations, etc.
- Drafts and reviews external correspondence from the department.
- Develops professional video material utilizing video software.
- Creates City newsletter and e-newsletter for distribution and publication.
- Assists in maintaining accurate information on the City's website.
- Develops public education and outreach material for the City.
- Develops and applies application for awards.
- Handles special projects as needed for the City Manager, City Council, department heads, etc.

Knowledge, Skills and Abilities

Thorough knowledge of public relations practices; thorough knowledge of City services and departmental programs; general knowledge of modern principles, practices and techniques of professional communication; thorough knowledge of writing, editing and printing techniques; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to create video promotional material to promote the City; ability to promote public awareness of City attractions and facilities; ability to communicate effectively orally; ability to establish and maintain effective working relationships with associates and the general public.

Education and Experience

Bachelor's degree and considerable experience in communications, media and public relations, or equivalent combination of education and experience. Video software experience a plus. Political knowledge and experience a plus.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires sitting, speaking or hearing and repetitive motions, frequently requires standing and occasionally requires walking, using hands to finger, handle or feel and reaching with hands and arms; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data and operating motor vehicles

Communications Specialist

or equipment; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the State of Indiana.