



City of Winder

Job Description: Marketing & Media Relations Specialist

Department: Technology Services

Rev 7/13

EEO Function:

Pay Grade: 16

EEO Category: Professional

Status: Exempt

Pay Type: Salary

Position Number: 1439

I. Chain of Command/ Reports To

Technology Services Director

II. Job Summary

Develops and maintains a proactive media relations program, dispensing newsworthy information to the media, public notices, and informs the public. Works with elected officials, city staff, the public, external media and other contacts to advance the visibility branding, and programs of the City of Winder. The marketing and media relations specialist scouts and researches story ideas, develops relationships with journalists and members of Winder's community to ensure that the City's key messages reach the intended audience.

III. Essential Duties and Functions

- Designs, plans and implements communication strategies for a variety of media, marketing and public relations programs.
- Collects, compiles and maintains various contacts list/database.
- Writes and edits material for news media, city/department publications, the website and other audiences; ensures photographic coverage for publicity and publications and assists in advertising, creation, and placement for marketing key messages.
- Collects, compiles and maintains media clip archive; responsible for monitoring all press clippings and information sources.
- Researches and identifies trends, public interests and public concerns.
- Oversees and markets all aspects of the City's branding.
- Ensure that website postings are accurate, interactive, easily navigable and visually appealing.
- Assists with the design and timely posting of the City's website and other social media sites.
- Oversees all aspects and design of print media to be used for advertising.
- Responsible for the various marketing programs to ensure that the public is aware of upcoming public meetings and changes to ordinances and fee structures.
- Coordinate the City's graphic design needs; produce high-end graphic design pieces such as artwork for annual reports, brochures, flyers, both in an online and print format.
- Designs and distributes the City's newsletter through, traditional and social media in accordance with publication guidelines.

- Assists with marketing through the City's television station and may be asked to host on-air programming in order to promote the City.
- Assists with the filming of City Council meetings.
- Ensures the dissemination of accurate and timely information to the public.
- Assists the City with public information notification relating to public safety.
- Serves as a liaison between the City and non-profits.
- Serves as a liaison between the City and community organizations.
- Attends a variety of committee meetings as required.
- Follows and promotes Policy & Procedures of the City of Winder.
- Performs related duties as assigned.

IV. Knowledge, Skills, and Ability:

- Knowledge of public information laws and policies regarding the dissemination of information to the public.
- Knowledge of software including Microsoft Word, Microsoft Excel, Adobe Photoshop; basic HTML, publishing software, and social media platforms.
- Ability to create professional and informative publications.
- Ability to operate a computer and communicate via email
- Ability to work both in front of and behind a video camera.
- Ability to complete assignments against deadlines.
- Ability to complete reports.
- Ability to pass drug testing as noted in policy.
- Ability to communicate in English.
- Ability to speak clearly and professionally.
- Skill in understanding and following oral and/or written instructions.
- Skill in establishing and maintaining effective working relationships with City employees and the public.

V. Licenses and Certifications Required

- Valid Georgia Driver's License.

VI. Qualifications

- Bachelor's degree in journalism, communications, design arts, advertising, graphic design, or related field, from an accredited college or university.
- One (1) year of general or specialized professional work experience.
- Work extended hours as required or scheduled (evenings, weekends and/or holidays, if necessary).

VII. Physical Requirements

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; and communicate effectively in writing and verbally. The employee frequently is required to stand, walk, sit for extended periods, and use the computer keyboard and mouse. The employee is occasionally required to stoop, kneel, and crouch. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Occasionally lift and/or move up to 35 pounds.

VIII. Working Conditions:

This position works in an office environment. While performing essential duties of the job, employees work in an environment under constant deadlines, and may be exposed to dust, cleaning fumes, and works around office equipment. The noise level in the work environment may be moderate to loud.

IX. Supervisory Controls/Responsibility:

Provides direction and guidance to other employees to meet project deadlines.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.