

## City of Sugar Hill

**Title:** Creative Content Coordinator  
**Status:** Full Time  
**Reports To:** Economic Development Director

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### Job Summary

Under the direction of the Economic Development Director, creates and manages creative content including images, logos, print materials, videos, graphics, and other similar materials to maintain and support the City's branding and marketing efforts. Assists with and supports production of print, visual, and other publications through design and content creation to meet marketing needs related to daily City functions, special events, community engagement efforts, community events, social media marketing, and other mediums of communication. Responsible for archival, creation, and effective management of creative content including photos, videos, print publications, and other materials.

### Major Duties

- Creation, editing, archival, and management of images, logos, flyers, graphics, print pieces, and videos to accurately and effectively communicate information related to city operations, community initiatives and events, and similar topics
- Creation of written and visual content for print, digital, and audio advertising to effectively communicate a range of topics and information
- Assists in the creation of publications and presentations including written, spoken, photo, and video content
- Assists in and supports the development and updating of web content for city and city supported community group websites.
- Works collaboratively with city leadership and various city departments as well as city sponsored community groups to communicate key information in a creative, engaging, and effective format
- Assists in the promotion of city-sponsored events in various venues including The Bowl at Sugar Hill, The Eagle Theatre, The E Center, recreational facilities, and other community spaces
- Collects, edits, archives, and manages media (video, photography, audio, and other formats) related to city initiatives, projects, and events

- Provides staff assistance to city supported boards and community groups in the form of strategic planning support and meeting management. Serves as City staff representative and coordinator for city supported entities in balance with other Economic Development staff and as discussed with and assigned by Economic Development Director.
- Guides and informs City brand standards and related guidelines to preserve and enhance brand identity.
- Serves as advisor and supervisor of internship program within the Economic Development Department
- Performs other related job duties as assigned.

**Knowledge Required:**

- Computer skills: Strong experience with Illustrator, Photoshop, Indesign, and Microsoft Office Suite as well as word processing, desktop publishing and content management systems, and all social media platforms and related changeable social media trends.
- Knowledge of general theories and principles of graphic design, photo and video production, editing and related software programs.
- Experience with digital photography and editing
- Comfortable with design and creation of content in Word Press.
- Demonstrated expertise in working with a team in the creation of innovative projects related to graphic design, photo/video creation and editing, public relations, marketing and communications.
- Comfort with “client based work” to communicate messaging and information in various formats adapted to each internal and external group’s needs
- Ability to effectively communicate and collaborate with colleagues, community groups, local jurisdictions, community agencies, and the public.
- Skill in managing and prioritizing multiple projects with competing deadlines simultaneously.
- Comfortable guiding, motivating, and coordinating the work of interns with various skillsets and levels of expertise.
- Ability to produce flyers, brochures, print advertisements, graphics, photos, videos, and other materials for public presentations, print production, and other mediums.
- Working knowledge of digital photography and videography
- Ability to use publications, materials, and video footage and photographs to convey a cohesive and strategic message; including script writing and editing, production, and publishing.
- Manages the use of photo and video equipment by other city staff as appropriate. Responsible for implementation of “sign out” system of use tracking and responsible, safe storage of equipment.

## **Supervisory Controls**

This position is under the direct supervision of the Economic Development Director, while working closely with peers in a team environment. The Economic Development Director assigns work in terms of very general instructions and spot-checks completed work for compliance with procedures and the nature and quality of the final results.

## **Guidelines**

Guidelines include health department regulations and city ordinances and city and policies and procedures. These guidelines require judgment, selection and interpretation in application.

## **Complexity/Scope of Work**

The work consists of varied creative duties. Multiple demands and time constraints contribute to the complexity of the work. Successful performance contributes to the promotion of the city's brand image, events, programs and initiatives, as well as community and economic development.

## **Personal Contacts**

Contacts are typically with co-workers, interns, other graphic designers and photographers, advertisers, marketing professionals, event staff, volunteers, vendors, members of the media, entertainers, business owners and managers, sponsors, elected and appointed officials, community groups, the general public and state agencies.

Contacts are typically to give and exchange information, motivate persons, negotiate matters, solve problems and provide services.

## **Physical Demands/Work Environment**

The work environment is typically performed while sitting at a desk or table while intermittently sitting, standing, stooping, bending, crouching or walking. The employee occasionally lifts light objects, climbs ladders, uses tools or equipment requiring a high degree of dexterity and distinguishes between shades of color and utilizes the sense of smell.

The work is typically performed in an office and outdoors, occasionally in hot/cold or inclement weather. Several days a year the work is outside for long periods of time.

## **Supervisory and Management Responsibility**

Responsible for branding and brand management of the city as well as the preservation and archival of creative content including graphics, videos, photographs, and other media.

Manages the use of photography and video equipment and provides for safe storage.

Serves as City staff representative and coordinator for city supported entities in balance with other Economic Development staff and as discussed with and assigned by Economic Development Director. May manage and direct elements of training, scheduling, structure, and functions of community groups supported.

## **Minimum Qualifications**

Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the graphic design, communications, marketing, information technology, economic development, or related field. Completion of an associate's degree in a related field with portfolio of experience equivalent to completion of a baccalaureate may also be sufficient.

Experience sufficient to thoroughly understand and complete complex tasks associated with major duties of the position and ability answer questions and resolve problems, usually associated with three (3) to five (5) years of experience or service.

Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia.

Ability to successfully pass a background check and drug test.