

## **City of Sugar Hill**

**Title: Communications Staff**

**Status: Part-Time**

**Reports To: Marketing and Communications Coordinator**

### **Job Summary**

This position supports and contributes to the comprehensive marketing, advertising, community engagement, and communications strategy for the City of Sugar Hill. The position-holder works collaboratively with the Creative Content Coordinator, Downtown Development Coordinator, and in support of the comprehensive strategy and goals established by the Marketing and Communications Coordinator. The Communications Staff role is responsible for creation, monitoring, editing, and adaptation of written content, specifically for The City of Sugar Hill website(s), as well as other communications content across platforms. The role also supports downtown development projects, programming, and events related to business development and community engagement.

### **Major Duties**

- Monitoring, maintenance, creation of and updates to content on The City of Sugar Hill website(s).
- Management of community and city calendars on The City of Sugar Hill website(s) and other platforms such as digital signage to ensure accuracy, timely and appropriate information, and regular updates
- Collaborative communications content development as managed by the Marketing and Communications Coordinator to ensure information is relevant, accurate, and accessible and promotes a two-way flow of information with the public.
- Compose communications content on a wide variety of subjects requiring knowledge of city procedures and policies; create, edit and prepare correspondence, speeches, media articles, press releases, technical documents, information packets, newsletters, special reports and other communications in a clear, concise and consistent manner.
- Exercise independent judgment within broad policy guidelines; evaluate and analyze issues, and recommend and implement solutions; provide input related to strategies and content for city communications. Manage workflow to meet competing deadlines.
- Monitor local, regional, and statewide media outlets as well as multiple social media platforms and appropriately collaborate with Marketing and Communications Coordinator to execute responses.
- Collaborative work with Marketing and Communications Coordinator and Creative Content Coordinator to develop and produce visual marketing materials in a variety of formats necessary to meet creative marketing opportunities

- Support of The Suite Spot business co-working/incubator space; provide building tours and perform other necessary tasks to promote membership and leasing.
- Supplemental support for downtown programming and projects managed by the Downtown Development Coordinator that contribute to city brand, placemaking, and visibility.
- Apply for awards as needed and appropriate for city projects and initiatives.
- 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.
- Provide general assistance to Economic Development Director, other city leaders, and economic development team members.
- Performs other related duties as assigned.

### **Knowledge Required**

- Knowledge of current principles, techniques, and objectives of marketing, public information, media relations and community relations programs. Legal, ethical and professional rules of conduct for public sector employees.
- Skill in communicating clearly and concisely, orally and in writing.
- Knowledge of computers and job-related software, especially WordPress and CRM.
- Skill in managing and prioritizing multiple projects.
- Skill in establishing and maintaining effective working relations with colleagues, community organizations, state and regional agencies, elected and appointed officials, and the general public.

### **Supervisory Controls**

This position is under the direct supervision of the Marketing and Communications Coordinator who assigns work in terms of very general instructions and spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

### **Guidelines**

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

### **Complexity/Scope of Work**

The work consists of public information/marketing duties with support of city operations and community events. 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, marketing professionals, members of the media, business owners and managers, event staff, elected/appointed officials, and general public. 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 offices and outdoors, occasionally in hot/cold or inclement weather and occasionally for long periods of time.

**Supervisory and Management Responsibility**

Contributes to city communications strategy and comprehensive communications plan to achieve strategic goals.

Serves as City staff representative for city supported entities in balance with other Economic Development staff and as discussed with and assigned by Economic Development Director.

**Minimum Qualifications**

Knowledge and level of competency commonly associated with the completion of a baccalaureate or associates degree in a course of study in marketing and communications, public relations, public administration, business or related field.

Experience sufficient to thoroughly understand and implement the work of the position, usually associated with one (1) to three (3) years of experience or comparable combination of skills and education.

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.