



southburlington

VERMONT

Job title	Communications and Outreach Coordinator
Reports to	Deputy City Manager/City Manager
Classification	Exempt
Salary	\$50,000 - \$60,000

Job Summary

The Communications and Outreach Coordinator ensures that City messaging is delivered in a timely and strategic manner to the residents and businesses of South Burlington. This includes the development of informational materials, engagement of residents to understand the interest of the community, and clear delivery of city-wide messaging. This Coordinator facilitates all city-wide communications targeted to multiple communities via the city's website, social media platforms, promotional print materials, press statements and releases, and coordinated media and special events. Additionally, this position is responsible for the city's website, brand and brand management and the training and coaching of all staff to best communicate to our constituents.

Essential Functions (Majority of duties, but not meant to be all-inclusive nor prevent other duties from being assigned as necessary.)

Responsible for overall management of the City's communications and outreach activities.

- Develop, execute and maintain the communications plans for the City to promote and maintain transparency, engagement, and access across the City's many English and non-English speaking communities
- Develop protocols to ensure awareness of City projects, initiatives, opportunities for participation, and how to access information
- Collaborate with City departments on regular communications planning, and provide advice and support for larger outreach initiatives and projects, and the design, management and deployment of outreach materials for these initiatives
- Manage, maintain, and enhance the City's digital media, website, and social media. Ensure users are trained, policies and protocols are followed, analysis of statistics and site organization, etc.
- Plan, convene and facilitate engagement and outreach events
- Lead efforts to issue the regular editions of "City News"
- Build and maintain relationships with local media
- Build and manage the brand of the City

Knowledge and Experience

1. A combination of education and experience in communications, marketing, and outreach
2. A minimum of three years of experience in public messaging and marketing with some personal or professional experience in local government preferred
3. Ability to communicate effectively with the skills to present ideas and findings (both written and oral) clearly and concisely
4. Excellent editing and design skills, a sense of style with respect to various communication mediums, ability to be creative and innovative in approach and method

5. Demonstrated ability to establish and maintain effective working relationships with a wide array of individuals and groups
6. Track record of creating and implementing branding guides and/or multilingual/multicultural communications plans and focusing on continuous quality improvement
7. Strong project management skills and ability to leading a wide variety of projects, both independently and in a team environment
8. Committed to the principles of professional ethics, service, good governance, equitable service delivery, and being a lifelong learner

Working Conditions

(Typical working conditions associated with this type of work and environmental hazards, if any, that may be encountered in performing the duties of this position.)

Internal: Work is normally performed in climate-controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

External: External work takes place from time to time as required by events and needs. Some city-wide travel to is anticipated for this position.

Physical Demands

(The physical effort generally associated with this position.)

Overall Strength Demands: Light strength demands include exerting up to 40 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.

Physical Demands: Continuously requires sitting, handling, vision, and hearing. Frequently requires standing, fine dexterity, walking on even and uneven ground, foot controls, and talking. Occasionally requires lifting, carrying, reaching, kneeling, pushing/pulling, climbing, bending, and twisting. Rarely requires crawling, balancing, and crouching.

Machines, Tools, Equipment, and Work Aids: Telephone, copier, calculator, fax machine, camera, vehicle and cell phone.

Computer Equipment: Personal computer, printer, plotter.