

City of Salisbury

Classification Description

Classification Title: Communications Director
and Public Information Officer
Department: Executive - Mayor
Date: 10/2022

Pay Grade: 10
FLSA Status: E

General Statement of Job

Performs creative, technical and professional marketing, graphic design, video production and event coordination work; manages key projects from inception through completion; supervises Media Specialist and Communications Interns; serves as the City's Public Information Officer and point person for all media requests. Reports directly to the City Administrator.

Specific Duties and Responsibilities

Essential Functions:

1. Supervises Media Specialist and communications interns
2. Serves as City's Custodian of Record
3. Prepares press releases
4. Writes talking points and speeches for delivery by the Mayor and Administration
5. Defines the graphic "look" of large projects, to include the Budget and Capital Improvement Plan, and compiles, paginates, and edits them using Illustrator, Photoshop, Excel, PowerPoint, and Adobe Acrobat
6. Creates video content using the Adobe suite of software including Premiere, Photoshop, After Effects, and Audition
7. Creates print advertisements, posters, logos, signage using Adobe Illustrator and Photoshop
8. Takes still images and captures video for use in a variety of products
9. Screens, directs and responds to inquiries from the media on behalf of the Mayor
10. Serves as "brand ambassador," ensuring that all City departments use the City's official brand in the appropriate manor, and that others seeking to use the brand have access to brand elements
11. Writes or coordinates with other staff members to write letters, articles, reports, editorials, and other material. Reads and evaluates material submitted for publication consideration
12. Updates social media, City website, and calendar
13. Keeps informed on current department practices by attending workshops,

- educational programs, and reading specialized literature
14. Coordinates numerous events such as press conferences, ribbon cuttings, ground breakings
 15. Performs other duties or special projects as assigned

Required Education and Experience

- Bachelor's Degree in communications; journalism or marketing, or three years of related experience, or equivalent training, education, and/or experience

Preferred Experience

- Three years of supervisory experience

Required Knowledge, Skills and Abilities

1. Working knowledge of City policies and procedures
2. Act as a representative of the City of Salisbury to the public
3. Knowledge of department practices and procedures
4. Maintain the highest levels of confidentiality
5. Effectively and efficiently organize, track, and maintain department records
6. Knowledge of Microsoft Office Suite, Adobe produces, website design, the Internet, e-mailing systems, and other relevant software desktop publishing and graphic applications packages
7. Effectively prioritize and multitask with attention to detail
8. Effectively communicate and maintain effective working relationships with other staff members and members of the public

Certificates, Licenses, Registrations, Skills:

- Valid Driver's License