



## Public Communications Specialist

City of PTC (80%)/CVB (20%)

CVB/6

Reports to: CVB Executive Director

To apply for this position, please copy the following link into your browser and follow the prompts:

<http://www.peachtree-city.org/Jobs.aspx?UniqueId=77&From=All&CommunityJobs=False&JobID=Public-Communications-Specialist-257>

Salary Grade: 16  
Job Code: CVB/06

FLSA Status: Non-Exempt  
Date: September 13, 2018

### JOB SUMMARY

This position is responsible for implementing the City's overall communications strategies, including branding, imaging, and messaging efforts by ensuring active, consistent, and meaningful communications on a day-to-day basis with the media, residents, business owners, and visitors through on-line and print communications to ensure open, inclusive, transparent, and professional messages consistent with the City of Peachtree City brand.

### ESSENTIAL FUNCTIONS

- Primary poster for the City's social media efforts; posts information to social media sites.
- Responsible for the City's media relations programs; writes and distributes press releases; maintains media contacts; serves as a City media contact, liaison, and, as directed, spokesperson.
- Provides relevant and accurate information to the community and to the media.
- Maintains and updates Visitpeachtreecity.com and Peachtree-city.org.
- Collaborates with the Recreation & Special Events Director, CVB Marketing Manager, and PIO, under the direction of the CVB Executive Director, to communicate information related to special events and promotions.
- Responds to media requests, initiates media pitches, builds on-going relationships with the media, and writes press releases.
- Photographs/videos events, places, and people; maintains photo library; responds to requests for photographs from the media, community organizations, and others.

- Participates in the development of strategies for dealing with crisis situations and potentially controversial topics; helps to implement plans and talking points, and serves as communications resource for staff.
- Executes City advertisements; develops themes and messages; coordinates design; serves as liaison between advertiser, designer, CVB, and City.
- Executes City's efforts related to image and assists in maintaining a favorable public image for the City.
- Coordinates videos developed for the City.
- Writes, edits, and coordinates production of City publications, including brochures, direct mail pieces, etc.
- Responsible for special projects as assigned.
- Assists with various City events as needed.
- Performs related duties.

#### KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of the practices and techniques employed in journalistic writing and reporting.
- Knowledge of graphic design principles and practices.
- Knowledge of media and public relations principles.
- Knowledge of computers and job-related software programs.
- Knowledge of website design software.
- Expertise with social media strategy and platforms.
- Knowledge of video development and editing.
- Skill in the use of photographic equipment.
- Skill in preparing reports.
- Skill in communicating clearly and concisely, orally and in writing. Strong grammar, spelling, and punctuation skills required.
- Skill in public speaking.
- Skill in establishing and maintaining effective working relationships with departmental personnel,

City personnel, and the public.

- Ability to work under pressure and complete multiple assignments under deadline conditions in a dynamic office environment.

## SUPERVISORY CONTROLS

The CVB Executive Director assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

## GUIDELINES

Guidelines include City and department policies and procedures, as well as an overall marketing and communications strategy for the City. These guidelines are generally clear and specific, but may require some interpretation in application.

## COMPLEXITY/SCOPE OF WORK

- The work consists of varied public communication duties with awareness of the political climate in which the position operates. Multiple demands and time constraints contribute to the complexity of the work.
- The purpose of this position is to enhance the City's communications efforts. Successful performance contributes to the promotion of the City's brand image, events, programs, and initiatives.

## CONTACTS

- Contacts are typically with coworkers, journalists, graphic designers, photographers, advertising salespeople, marketing professionals, and the general public.
- Contacts are typically to exchange information, position the City brand, and troubleshoot complaints.

## PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed in the field (e.g. shooting photo or video of work in progress, meeting with other departments), but will also include sitting at a desk or table or intermittently sitting, standing, or stooping. The employee occasionally lifts light and heavy objects and distinguishes between shades of color.
- The work is typically performed in an office and outdoors, occasionally in hot/cold or inclement weather.

## SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

## MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with completion of a baccalaureate degree in a course of study related to the occupational field.
- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/internship, specialized training, or having had a similar position for one to two years in either Public Relations, Media Relations, or government communication.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.

The qualifications listed above represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.