

City of West Carrollton, Ohio

An Equal Opportunity Employer

Position Title: Public Relations Director

Department: City Manager's Office

Employment Status: Part Time



GENERAL NATURE OF WORK: Public Relations Director coordinates the development of communication efforts by the City, including a quarterly newsletter, government access television informational videos, various social media platforms and the City's website, in addition to other projects.

Director also publicizes City activities and facilitates communication on special projects. Reports directly to City Manager.

EQUIPMENT & JOB LOCATION: The position requires general knowledge of public relations and/or communications, as well as standard office equipment. Familiarity with WordPress, InDesign or other publishing software is a plus. The primary work site is the West Carrollton Civic Center.

EXAMPLES OF DUTIES:

Listed examples may not include all duties that may be found in this position.

- Coordinate and publicize city-sponsored events, serving as the coordinator of advertising, media, and marketing materials for such events.
- Organize and produce media relations for all city departments, including emergency communications when necessary. Writes and sends news releases promoting city staff, events or accomplishments to local print, radio and television contacts.
- Utilize social media platforms such as Facebook and Twitter to inform and engage community.
- Monitor all city social media platforms regularly; and utilize Archive Social or other service for records retention.
- Edit and maintain content for the city website.
- Coordinate government access informational videos. Includes collaborating with all departments, writing and editing scripts, editing recorded video and publicizing to residents.
- Write and produce quarterly citywide newsletter.
- Create, maintain and update annual marketing budget/plan.
- Write and edit annual Mayor's State of the City Video.
- Respond to requests from media and coordinate responses and interviews.
- Provide communications update at City Council meetings.
- Work with Economic Development Director to promote new and existing businesses with news releases to local media.
- Other duties as assigned.

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DESIRABLE KNOWLEDGE, SKILLS, AND ABILITIES TO BE DEVELOPED:

- Ability to establish and maintain effective working relationships with city officials, fellow city employees, and the general public.
- Ability to work independently.
- Ability to conduct effective interviews and communicate effectively.
- Ability to prepare reports, write and edit documents for publication and perform other necessary clerical and/or administrative duties.
- Ability to exercise independent thinking, judgment and decision-making.
- Knowledge of city goals and objectives, public relations and community resources and services.
- Skill in dealing firmly, tactfully, and courteously with the general public and city employees.
- Skill in program development and interpersonal communication.

DESIRABLE TRAINING AND EXPERIENCE:

- A desire and aptitude for public service.
- A degree in Public Relations, Communications, Journalism or other similar area of study.
- Previous public relations experience desired.

This position description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee. My (employee) signature below signifies that I have reviewed and understand the contents of my position description.

(City Manager)

(Date)

(Employee Signature)

(Date)