



**POSITION DESCRIPTION
TOWN OF ARGYLE, TEXAS**

POSITION TITLE: Communications Coordinator

DESCRIPTION DATE: May 5, 2022

DEPARTMENT: Administration

REPORTS TO: Town Administrator

FLSA: Non-Exempt

POSITION SUMMARY: Under the general direction of the Town Administrator, the Communications Coordinator is responsible for the planning and organizing of comprehensive public information, media relations, social media, and marketing campaigns pertaining to programs sponsored by the Town of Argyle.

JOB RESPONSIBILITIES:

- Plans and manages Public Information/Communications activities for the Town, including community relations, media relations, public relations, and marketing.
- Work will involve a broad range of tasks, including project management, website content management, digital media management, marketing, electronic communications, special events, intergovernmental relations, business engagement, and network/relationship building.
- Exercises independent judgment within broad policy guidelines; evaluates and analyzes issues and recommends solutions; provides leadership, direction, and guidance in public information/communication strategies, internal policy development, and priorities.
- Writes, proofreads, edits, and disseminates content to include press releases, newsletters, bulletins, information packages, and public service announcements.
- Assists in the development of media strategies for Town programs and departments; places stories in media outlets and on the Town website and advises on the placement of content on the Town website.

- Works with the Town's Police Department to promote community outreach to neighborhoods and provide feedback to Town Staff.
- Develops, manages, and posts content for the social media, website, and other platforms; maintains a consistent writing style, voice, and branding across platforms.
- Identifies content requirements and suggests content strategies and deliverables as a part of robust communications plans, departmental goals, Town Management Directors, and/or smaller day-to-day projects or tasks. This can include conducting content audits, as well as gap analyses.
- Establishes effective relationships with journalists to promote the Town's image; responds to inquiries from news media and Town departments.
- Designs and maintains communication materials, including digital content, brochures, promotional materials, and publications using a variety of media.
- Attends Town and local meetings to collect information and encourage effective communications.
- Promotes Town services and events through a variety of communication platforms, including the integration of the Town's website, social media, and other emerging platforms.
- Serves as Town spokesperson to provide public information and promote public awareness of Town programs and events.
- Conducts and coordinates assigned projects, research studies, surveys, and special events; analyzes and interprets data and communicates results.
- Manages contracts associated with a variety of communication platforms. Monitors websites for maintenance, routinely check web traffic analytics and train other members of staff on CMS usage when necessary.
- Interprets and explains Town programs to clients, community groups, committees, staff, and volunteers; resolves problems, and customer service inquiries within the scope of authority.
- Oversees setup and operation of Town audio and video equipment to record and broadcast meetings and events as needed.
- Performs other duties as required or assigned.

JOB REQUIREMENTS:

Knowledge of –

- Applicable Federal, State, and local laws, codes, ordinances, and regulations
- Principles of public administration, including specialized areas of statistics, administrative research and analysis, and program planning
- Standard operating procedures and legal obligations with respect to the release of data and reports to the public and other agencies
- Municipal organization and programs, local government relationships, and community relations
- Functions, authority, and responsibilities of an elected Town Council
- Research and reporting methods and techniques
- Methods and techniques for developing administrative reports and business correspondence
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, and Town staff
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar
- Modern equipment and communication tools used for business functions and programs, projects, and task coordination, including computers and software programs relevant to work performed

Skills in –

- Computer design and editing processes, including experience using Adobe InDesign, Adobe Photoshop, or similar
- Operation of video recording equipment, audio equipment, and other television broadcasting equipment
- Formatting and uploading video content for publication
- Compose business correspondence and documentation
- Compose news releases and feature articles; develop brochures, pamphlets, advertisements, and marketing material
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax
- Ability to work well under pressure and manage time effectively
- Ability to develop new strategies and innovative ideas
- Establish, maintain, and foster positive and effective working relationships with the community-at-large, Town Council, public officials, boards, agencies, citizen groups, and those contacted in the course of work

EDUCATION AND EXPERIENCE:

Bachelor's degree in Journalism, Communications, Public Relations, Marketing or related field; AND three (3) years of increasingly responsible experience, preferably within the public sector; OR an equivalent combination of education, training, and experience that will allow the incumbent to successfully perform the essential functions of the position.

LICENSES, CERTIFICATIONS, AND EQUIPMENT:

A valid State driver's license may be required.

Work is performed in an office environment and requires the use of standard office equipment such as personal computers and related software, fax machine, and copy machine.

DISCLAIMERS:

This job description is:

1. Intended to describe the general nature and level of work being performed by any employee assigned to this job title. It is not intended to be a complete list of all job duties, responsibilities, and/or behaviors of employees in this job. It is intended to describe the essential functions of the position that a qualified individual must be able to perform, either with or without reasonable accommodation.
2. Not intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under their supervision.
3. Not an employment agreement or contract. The Town of Argyle has the exclusive right to alter this job description at any time without notice as the needs of the employer and requirements of the job change.

A criminal history, driver's license check, and drug test are required for employment.

In compliance with the Americans with Disabilities Act, the Town of Argyle will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

The Town of Argyle does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or the provision of services. The Town is an equal opportunity employer.

ACKNOWLEDGEMENT

As evidenced by my signature below, I have read my job description and have fully understood my duties and responsibilities related to my employment with the Town of Argyle. I also acknowledge that I am qualified to perform these duties and, with or without reasonable accommodation, can perform the essential functions of this position as described. Further, I understand that if, at any time, I am unclear as to what my job duties and responsibilities are or what is expected of me, I will notify management immediately to interpret these duties and expectations.

Signature/Approval

Date: _____

Employee

Employee Printed Name

Department Head

**Regular and consistent attendance for the assigned work hours is essential.

***May occasionally be required to work on-call, weekends, and evenings.