

State College Borough

Coordinator, Communication & Special Projects

Job Description



REPORTS TO: Borough Manager
ROLE & LEVEL: P2

DEPARTMENT: Administration
FLSA STATUS: Exempt

WORK OBJECTIVE:

The Communication & Special Projects Coordinator provides communication services and special projects coordination to various Borough departments. Works with Borough staff, elected officials, community volunteers, and residents. Plans, develops, and disseminates information designed to keep Borough residents and the general public informed of Borough programs, services, accomplishments, and pertinent information. Work is performed independently under limited supervision with considerable moderate latitude. Position typically requires processing and interpreting of more complex, less clearly-defined issues.

EXAMPLES OF ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Coordinates the production of public service announcements, newsletter articles, calendar submissions and email notifications
- Coordinates the production of the Annual Report
- Writes “organization-wide” communication pieces for the Borough website, newsletters, reports, social media outlets, and presentations
- Monitors social media outlets and other two-way communication platforms to ensure citizen satisfaction with response times, quality of responses, etc.
- Maintains the quality of the Borough website through content audits and quality checks of staff member contributions; provides training on how to better use software-as-a-service programs like the Borough’s content management system (CMS)
- Leads work teams, as needed, to launch new programs and create and implement a communication plan and content strategy
- Serves as a member of the Neighborhood Services Team; assists with programs and projects related to volunteer and community service opportunities and recruitment, town-gown relations, and creating partnerships with outside groups
- Works with news media and other organizations to provide information and respond to inquiries about Borough programs and activities
- Manipulates images and maps for use on the website, in publications, and email messaging
- Assists departments with research, writing and management of grants
- Attends and participates in various meetings and committees

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Supervision:

- None

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of media production, communication, and dissemination techniques and methods
- Knowledge of local government operations and services
- Skill in the use of Microsoft Office products (Word, Outlook, and Excel including Visio and Publisher)
- Skill in time management and work organization
- Ability to establish and maintain effective and cooperative working relationships with those contacted in the course of work
- Ability to create, present and manage informational sessions to large and small groups
- Ability to foster collaboration in a complex organizational environment
- Ability to communicate effectively orally and in writing

MINIMUM QUALIFICATIONS:

Bachelor's degree in communications, public relations, public administration or related field; supplemented by two or more years' communications or public relations experience; or an equivalent combination of education, certification, training, and/or experience.

In addition to meeting the minimum qualifications listed above, an individual must be able to perform each of the established essential functions in order to perform this job successfully.

PREFERRED QUALIFICATIONS:

- Previous experience in a community that supports a higher education institution

PHYSICAL REQUIREMENTS:

Depending on functional area of assignment, tasks involve the ability to exert light physical effort usually involving some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 20 pounds). Tasks may involve extended periods of time at a keyboard or work station and extended periods of time standing and/or walking.

ENVIRONMENTAL REQUIREMENTS:

Tasks are regularly performed inside without potential for exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

SENSORY REQUIREMENTS:

Some tasks require manual dexterity, in addition to visual and hearing acuity. Some tasks may involve identifying and distinguishing colors

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The job description does not constitute an employment agreement between State College Borough and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

State College Borough is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, State College Borough provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand this classification description and hereby certify that I am qualified to perform this job, with or without reasonable accommodation.

Name (print)

Supervisor's Name (print)

Employee Signature

Supervisor's Signature

Date

Date