



Administrative Aide/Public Information Officer (Part-Time)

Department/Division:	Administration
Reports To:	Assistant City Manager
Provides Direction To:	Not applicable

GENERAL PURPOSE

Under general supervision, assists, coordinates or implements public information, marketing and publicity activities and materials and performs related duties as required.

DISTINGUISHING CHARACTERISTICS

The Administrative Aide performs technical and administrative support functions and represents the bridge job into the Management Analysis job series. This classification is differentiated from the Administrative Secretary by its greater technical knowledge. It is separated from the Management Analyst in that it does not perform the same range of administrative, financial and operational analyses or exercise the same level of independent judgment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this position.

1. Manages, writes and edits content and takes digital photos for the City's website, and social media platforms.
2. Manages content of the City's website, including developing new and updated content and researching appropriate links for related sites; writes; participates in creating and maintaining interactive electronic portals; answers questions received on the website.
3. Implements social media strategy including updating and maintaining social networking pages, posting messages and engaging new and existing users.
4. Develops and creates graphic materials, including newsletters, flyers and brochures.
5. Takes or obtains photography for various media use.

6. Develop marketing and communication plans that leverage social media.
7. Prepares and edits press releases and informational materials for public information and assists City departments with branding and marketing plans for programs and projects.
8. Coordinates economic development marketing plan. Designs print and web advertising to promote the City's business community.
9. Uses desktop publishing capabilities to prepare public information materials.
10. May staff public information booths.

QUALIFICATIONS GUIDELINES

Knowledge of:

Principles, practices, concepts and techniques used in developing and executing marketing, public relations, social media, web sites and community outreach, plans, programs and strategies; industry trends in social media and other communication technologies; methods and techniques of graphic design, layout and print media; computers and graphic software including using photo and video editing graphic design programs

Ability to:

Plan, organize and coordinate projects; write and edit copy of publications and promotional materials; promote programs and services using social media accounts; manage web content and initiate new web features; communicate effectively both orally and in writing and work independently.

Education/Training/Experience:

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:

Experience: One year of experience in marketing, public relations or social media, preferably in a municipal setting.

Education: Equivalent to Bachelor's degree in Public Relations, Journalism, Communications, Graphic Design or related field.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, the employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands or arms. The employee occasionally walks and stands and lifts and moves records and documents weighing 20 pounds or less.

Specific vision abilities required by this job include close vision, color vision, the ability to distinguish basic colors and shades, depth perception and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret data and situations; use math and mathematical reasoning; learn and apply new skills or information; perform highly detailed work on multiple concurrent tasks; work under changing and intensive deadlines with frequent interruptions; and interact with City officials, media, citizens groups, employees and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet.