



## COMMUNICATIONS SPECIALIST

### **DEFINITION**

Under general supervision, performs a variety of marketing, graphic design, and communications duties within the City Manager's Office and in support of City of Rocklin departments; develops and utilizes marketing strategies to inform and promote City programs and activities to customers and the general public; and performs related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned supervisory or management personnel. Exercises no direct supervision over staff.

### **CLASS CHARACTERISTICS**

This is a journey level classification in the confidential group responsible for performing marketing, communications, and special projects in support of the City Manager's office. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise, and exercise a high level of tact, discretion, and independent judgment in performing a wide variety of duties.

### **ESSENTIAL DUTIES**

Duties may include, but are not limited to the following:

- Assists in developing and implementing marketing and communication plans and strategies for assigned program areas and projects.
- Assists in developing and conducting market research and public opinion surveys; analyzes customer behavior, usages and trends; evaluates program and modifies communication, advertising and outreach methods as necessary.
- Coordinates multiple tasks simultaneously; ensures projects and assignments are completed on time and within budget; coordinates with internal staff and external organizations for the timely and accurate distribution of materials.
- Updates, maintains, and manages the City website, including implementing new content (text, images, forms, presentations, etc.) from various departments; and works with the City web development contractors to handle site issues and functionality.
- Monitors web traffic and generates web analytics reports; improve website search engine optimization.
- Designs and implements social media strategies in accordance with City Manager goals
- Creates, edits, and shares social media graphic content.
- Creates and edits marketing materials for large campaigns, including billboards, website graphics, print materials (postcards, flyers, brochures, signs, posters), and merchandise (magnets, totes, shirts, etc.)

- Collaborates with other departments to ensure brand consistency.
- Suggests and implements features to enhance brand awareness across digital platforms and print products.
- Creates PowerPoint presentations, infographics, and visual aids for various departments.
- Assists various departments with special projects, including maps for the public, directional signage, commemorative plaques and walls, vehicle wraps, and signage for parks, buildings, and other locations
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of marketing, advertising, public relations, market research and analysis, and publishing.
- Basic principles and methods as it pertains to social media (Facebook, Twitter, Instagram) platforms and internal and citizen-to government communication.
- Basic principles and practices of effective communications as they apply to publications, including editing, design, layout, photography, and publication requirements.
- Creative graphics programs and tools, including the Adobe Creative Suite, video editing software, and Canva.
- Web design principles, including HTML and CSS.
- Record management principles and practices.
- Techniques for providing a high level of customer service to the public, vendors, and City staff, in person and over the telephone.
- 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 program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

### **Ability to:**

- Coordinate a variety of marketing and communications programs.
- Gather and compile department specific information from a variety of sources.
- Perform research; prepare, review, and present reports, recommendations, and other correspondence and communications in a clear and concise manner.
- Learn City organization, services, and programs.
- Work on multiple projects simultaneously.
- Design and produce materials, using appropriate desktop publishing software, tools and techniques.
- Work independently, organize work, coordinate projects, set priorities, meet critical deadlines, and follow-up on assignments with minimum direction.
- Take a proactive approach to customer service issues in a professional manner.

- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

### **Education and Experience**

*A combination of education and experience which would provide the required knowledge and abilities is qualifying. Note: education may not fully substitute for the required experience unless expressly stated herein.*

Equivalent to an associate degree from an accredited educational institution in communications, marketing, graphic design, public relations or a closely related field;

### **AND**

Two (2) years of experience in communications, marketing, or graphic design, with at least one (1) year of design experience using various social media platforms.

### **Licenses and Certifications**

- Possession of, or ability to obtain and maintain, a valid California Class C Driver License and a satisfactory driving record is required. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

### **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; the ability to operate a motor vehicle to visit various City sites and attend off-site meetings; vision to read printed material and view a computer screen; hearing and speech to communicate in person, before groups, and over the telephone; finger dexterity to operate standard office equipment and access, enter, and retrieve data using a computer keyboard and calculator; the ability to bend, stoop, kneel, reach, and push and pull drawers open and closed to retrieve and file information; and occasionally lift, carry, push, and pull materials and objects up to 20 pounds to perform the required job functions. Reasonable accommodations will be made for individuals on a case-by-case basis.

### **ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.

**WORKING CONDITIONS**

Employees may be required to work evenings, weekends, and holidays, as well as participate in afterhours on-call assignments.

All City of Rocklin employees are designated as Emergency Service Workers during a proclaimed emergency and may be required to perform certain emergency services at the direction of the department and/or City.

*This class specification should not be construed to imply that these requirements are the exclusive standards of each position as not all duties are necessarily performed by each incumbent.*

Adopted	August 2023
Revised	
FLSA	Non-Exempt
Salary Schedule	Confidential/Range 8