

Class Title: Community Engagement Specialist

Designation: Exempt

Department: Administration



Position Overview

The Community Engagement Specialist creates and accomplishes initiatives that build, maintain, and strengthen relationships between the community and the city. The Community Engagement Specialist works with the Community Engagement Manager and serves as a resource to the public, helping to answer questions, increase engagement, and create and distribute many types of communications to better keep the public apprised of city operations and activities. The work is performed under the general direction of the Community Engagement Manager.

Essential Functions

- Develops and coordinates citywide and department initiatives that encourage community participation;
- Prepares surveys, data research, public forums, and events that support citywide and department initiatives;
- Works with other departments to create communications and collateral that best supports their programs and resonates with their target audience;
- Creates, modifies, and distributes community engagement publications and messages using a variety of communication channels, including print, photography, video, websites, and social media;
- Participates in City of Ketchum event planning when needed and assists with logistics, promotion, and on-site production;
- Works flexible hours, as necessary, to assist with public events;
- Manages production, inventory, and display of print materials, as needed;
- Understands and champions the city's brand strategies and uses these guidelines to create communications and collateral that reinforce brand standards;
- Develops visual aids and displays for public presentations;
- Monitors the City's social media accounts for public interactions, encouraging participation and responding to inquiries as needed;
- Ensures that content and software on the City's website are up-to-date and adds, upgrades, or updates the platform and its content when needed;
- Manages and responds to all digital public comments and inquiries and distributes to or enlists the help of other departments to fulfill requests as necessary;
- Writes and edits content for publications;
- Assists the Community Engagement Manager with reports and presentations, as needed; and
- Performs other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

Qualifications

- Knowledge of public relations, media, advertising, marketing, and mass communication best practices;

- Ability to work independently on matters of significance;
- Experience in creating, editing, and publishing multimedia publications, including radio, newspaper/periodicals, web, social media, email, SMS (text messaging), and television;
- Ability to communicate effectively, both verbally and in writing;
- Proficiency in multimedia design software such as Adobe Photoshop, InDesign, Illustrator, etc.;
- Competency with computer, photography, and audiovisual equipment;
- Working knowledge of web content management systems with the ability to make updates within them, including basic HTML and CSS coding;
- Outstanding attention to detail and organizational skills;
- Familiarity with business software and information technology systems with the ability to learn new platforms when needed;
- Thorough knowledge of the English language, including punctuation, spelling, and grammar;
- Ability to make sound decisions and communicate with audiences of all ages and sizes, while demonstrating interpersonal sensitivity; and
- Capacity to build and maintain effective working relationships with people from diverse socioeconomic backgrounds, including media members, civic groups, co-workers and departments, businesses, and the general public.

Acceptable Experience and Training

- Two to five (2-5) years of professional experience in marketing, public relations, media, communications, or related fields, minimum;
- Bachelor's degree in communications, marketing, public relations, media, journalism, or related fields is preferred, or
- Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the duties of this job.

Licenses and Other Requirements

- Applicants must be able to pass a background check.

Working Conditions and Physical Efforts

- Sufficient clarity of speech and hearing or other communication capabilities which permit the employee to understand verbal instructions and to communicate effectively;
- Sufficient visual acuity which permits the employee to perform the above duties;
- Sufficient manual dexterity to perform office functions and operate office equipment;
- Sufficient physical ability to perform the above duties;
- While performing the duties of this job the employee will occasionally need to lift, carry, push, or pull up to 30 pounds;
- Jobs in this class require performing repetitive hand movements and will require sitting, standing, and walking;
- The physical effort characteristics and working environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.