

Title: **Media and Digital Communications Coordinator**

Department: Administration

Reports To: City Manager

FLSA Status: Non-exempt



Position Summary:

Under the direction of the City Manager, the Coordinator of Media and Digital Communications develops and provides public information on behalf of City Administration and City Council through an array of modern communications, tools and platforms. Working collaboratively, the coordinator manages all city related social media platforms seeking ways to enhance, streamline and improve ease of access, information passing and content. The position will develop specific strategies to enhance City content, ease of information gathering and foster positive relationships and business development. Further, the Coordinator of Media & Digital Communications will write municipal press releases regarding the events and activities of the city, will work with the Mayor and City Manager developing monthly letters to Van Alstyne citizenry and monitor, research and reply as necessary to social media postings to keep Van Alstyne properly informed.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Functions:

The following duties are typical for this position.

- Update and monitor the City’s website and social media channels and respond to inquiries.
- Ensure all social media content is archived in accordance with public records standards.
- Coordinates with journalists and other media to accommodate interview requests with Mayor, City Manager, members of Council and Administration to ensure a consistent, timely and accurate flow of information.
- Author press releases to local media on items of interest or importance.
- Author monthly City Council meeting recap, Mayor and City Manager communications for publication on city website.
- Supports awareness of city programs, services and events offered by the city through development and implementation of communication campaigns, strategies and initiatives.
- Coordinates with city leaders, boards and corporations on methods to communicate business opportunities. Provides social media, website, audio and video content to enhance and entice development in Van Alstyne.
- Maintains positive messaging about Van Alstyne in all dealings on all platforms.
- All such other duties as assigned

Qualifications:

- Post-secondary degree or diploma in Journalism, Communications, Marketing, Business or Public Relations highly sought after.
- A minimum of two years’ experience in a related field is preferred, a combination of education and experience with municipal government may be considered.
- Intermediate photography knowledge and ability.
- Ability to attend meetings, events outside of normal working hours.
- Ability to multi-task and meet stringent timelines.
- Social media content experience.
- Strong proof-reading and creative writing skills.
- Self-motivated with the ability to work independently.

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- Proven professionalism and excellent work ethic.
- Strong research skills.
- Must possess a high school diploma or equivalent.
- Must possess and continue to possess a valid Texas Driver's License.
- Ability to work at a high level with limited direction with most of the work performed independently.
- Experience with computer operations; knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, etc.) applications.
- Ability to maintain consistent attendance.
- Must pass a criminal background check, physical and drug screening.

Physical Requirements and Work Environment:

The physical and work environment characteristics described in this description 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 the essential functions or as otherwise required by law. Employees needing reasonable accommodation should discuss the request with the employee's supervisor or Employee Services. This work requires the occasional exertion of up to 25 pounds of force; work regularly requires sitting, frequently requires standing and speaking. Occasionally requires walking, stooping, and kneeling. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Must possess adequate visual acuity and hearing ability sufficient to read, write, hear, and speak clearly in person and by telephone.

GENERAL INFORMATION:

Reports to: City Manager

The Media and Digital Communications Coordinator is a full-time FLSA non-exempt position.

Salary range is \$55,000.00 - \$58,000.00 annually, commensurate with qualifications and relevant experience.

TMRS Retirement. 7% employee contribution with a 2 to 1 employer match. Vested after five years of service. TMRS provides 1x your annual salary in life insurance benefit. Employees are retirement eligible upon vesting and at least age 60 or with 20 years of service credit at any age as well as restricted prior service credit.

12 paid holidays.

100% of employee health, dental vision, life, telehealth, short/long term disability benefits paid.

For more information regarding all of the benefits offered by the City of Van Alstyne please review our [Summary of Benefits](#)

Candidates MUST successfully complete an extensive background check (including credit/criminal history), drug screening and pre-employment physical. All candidates MUST SUBMIT CITY APPLICATION and resume to be considered to: City of Van Alstyne, Attn: Human Resources, P.O. Box 247, Van Alstyne, Texas 75495-0247.