

**City of Fulton**  
**POSITION DESCRIPTION**

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**JOB TITLE:** Communications Coordinator (Full-time)

**DEPARTMENT:** Administration

**DATE:** 10/2023

**IMMEDIATE SUPERVISOR:** City Clerk

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**SUMMARY:** The Communications Coordinator is responsible for performing public, organizational, and media relations in support of city programs, services, and projects; establishing and maintaining an effective communication program which will promote the City's image; benefiting the public through citizen information efforts; maintaining positive relations with the business community and the media; and assisting with employee communication programs.

**ESSENTIAL FUNCTIONS:**

**I. City Communication Activities**

- A. Assumes responsibility for writing, maintaining, and monitoring content for the City of Fulton's website, newsletter, and social media platforms.
- B. Assists in the development of public relation strategies across City departments.
- C. Attends internal and external city-related meetings to ensure effective communication flow is maintained.
- D. Maintains absolute confidentiality of work-related issues.
- E. Identifies opportunities for appropriate information to be placed on social media and manages the social media function for all departments as directed; responds to comments and direct messages.
- F. Provides website and social media support during weather closures or emergencies.
- G. Continuously monitors and maintains the website to ensure information is current, posted in a timely manner, accurate, and pages are free of errors.

**II. Public Communications Activities**

- A. Meets regularly with Department Heads to learn about City programs and potential areas of interest to the Fulton community and media.
- B. Maintains the City's website and social media ensuring for timely and accurate dissemination of information. (Department Heads are responsible for the development majority of the content and for getting the information to the Communications Coordinator.)
- C. Writes, edits, and publishes the City newsletter including composing copy, preparing layout, and coordinating distribution of city newsletter via mail house; assists with public information related to departmental information using media outlets and digital platforms.
- D. Organize and creatively execute public education campaigns that effectively engage the City's target audience using imagination, selecting photography, and original designs for fliers, social media posts, and the City's website.

- E. Screens office calls and visitors; provides information and assistance including responding to requests for information and assistance; research information related to City and department regulations and office policies and procedures; refers callers to proper authority.
- F. Works with the IT Department to:
  - a. Ensure audio/visual equipment is functional and upgraded as needed
  - b. Establish videoconferencing meetings and ensure necessary equipment is operational
  - c. Other technical duties as assigned by immediate supervisor
- G. Exercises appropriate discretion when disseminating information to the public assuring for compliance with all City ordinances, state statutes, and best practices.

### **III. Media and Public Relations**

- A. Prepares speeches and media statements for elected officials and management staff.
- B. Coordinates, leads or attends public meetings at the request of the direct supervisor to promote City initiatives and increase public awareness of City of Fulton programs and activities.
- C. Photographs City events, officials, and facilities.
- D. Assists other staff members and departments as needed.

### **IV. Miscellaneous Activities**

- A. Establishes and maintains effective working relationships with other employees and outside agencies.
- B. Communicates effectively verbally and in writing.
- C. Assists with special projects as requested.
- D. Maintains an awareness of and adheres to City policies including safety issues at all times.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor; subject to reasonable accommodations.

### **DESIRED MINIMUM QUALIFICATIONS**

- High school diploma or equivalent.
- Two or more years of related work experience.
- Demonstrated experience in public communications, public relations, journalism, publications, web and internet communications or related field.
- Ability to interact with a variety of personalities in a positive and professional manner.
- Ability to speak in front of groups of people, cameras, and microphones.
- Basic knowledge of how municipal government operations and functions.
- Above average knowledge of website maintenance.
- Basic knowledge of video production and editing.
- Above average knowledge of social media communications.

- Valid Missouri Driver's License and reliable transportation.

## **WORK ENVIRONMENT**

- Above average amount of overtime/extended work hours required.
- Normal physical strength to handle 30 lb. objects, considering frequency.
- Above average concentration/intensity: prolonged mental effort with limited opportunity for breaks.
- Employee must sit, stand, and walk for extended periods of time.