



<b>CLASSIFICATION TITLE:</b> Communications and Marketing Specialist	<b>JOB NUMBER:</b> 7177	<b>AFFILIATION:</b> Unaffiliated (Non-Union)
<b>REPORTS TO:</b> Communications and Marketing Manager	<b>PAY GRADE:</b> 17	<b>FLSA STATUS:</b> Non-Exempt

## GENERAL SUMMARY

As aligned with the City's Strategic Communications Plan, performs intermediate technical work communicating news and information that accurately and effectively tells the exciting story of the work of our City. Information will be tailored to employees, residents, and the media. Includes related work as apparent or assigned. Work is performed under the moderate supervision of the Communications and Marketing Manager ("supervisor").

## CORE VALUES

All employees are expected to model and foster the City of Richland's core values in the performance of their duties and their interactions while representing the City. The values of *Teamwork*, *Integrity*, and *Excellence* promote and maintain a high level of morale and productivity, and are the tie that binds all City employees together, across all functions.

## ESSENTIAL JOB FUNCTIONS

*To be successful in this position, an individual must be able to perform each essential function satisfactorily. Additional duties of a similar nature and level may also be assigned. The City may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.*

- Researches, writes, and distributes media releases for communication to residents and businesses regarding municipal issues, local initiatives, activities and events; utilizes a variety of communications methods, including website, print, TV, digital reader boards, and various social media platforms and media outlets for the timely dissemination of information and illustration of our narrative through the important work that we do.
- Leads the City's social media presence with a clear perspective on how to engage on each platform (Facebook, Instagram, LinkedIn) including tactical operations such as utilization of social media scheduling software / processes, calendar development, trend analysis, analytics reviews, etc.

- Adept at smart phone video production and editing for social media outputs, understands trends and platform dynamics.
- Administers and provides regular content updates to the City's websites; oversees the content strategy, maintenance, and continuous improvement of the City's website platforms to ensure accurate, accessible, timely, and engaging information that aligns with City branding and communication goals.
- Manages and updates the City's intranet to ensure content is current, relevant, and user-friendly, supporting effective internal communications and employee access to key resources.
- Develops, writes, edits, and distributes the City's biweekly employee newsletter to inform, engage, and connect staff with organizational news, initiatives, and events; prepares analytical data using email marketing software; prepares talking points for City Council or City Staff as needed.
- Supports the planning, creation, and delivery of internal communications across departments to ensure employees are informed, aligned, and engaged with City initiatives, policies, and organizational updates; develops and organizes news stories; establishes and maintains relationships with local media contacts.
- Represents the City at community events, public meetings, and outreach activities to promote City programs and initiatives and engage with residents; promotes new and existing businesses through social media marketing and City-wide special events; collaborates and hosts city events.
- Hosts bi-weekly government access channel program; provides voice-over and additional hosting duties as needed.

## **KNOWLEDGE, SKILLS AND ABILITIES**

*The requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform the essential functions of the position.*

### Knowledge of:

- Applicable Federal, State, and local laws, rules, codes, and regulations related to assigned activities.
- General principles and methods of conceptual design, page layout, photographic, computer techniques, processes, and equipment.
- Website Content Management Systems.
- Has a perspective on social media management software and clear understanding of best practices managing modern social media communications.
- Capcut or Adobe Express
- Proven ability to work in a fast-paced, demanding environment, both as a team member and individually.
- Principles and techniques of preparing and disseminating public information.

**Foundational**

- **Use Technical/Functional Expertise:** Displays an appropriate depth of knowledge and skills as required for the position and commensurate with the time in class. Uses technology as appropriate for the position. Seeks additional knowledge and information to continually enhance knowledge in areas of specialty.
- **Be Accountable for Performance:** Actively shows responsibility, reliability, and trustworthiness. Ensures work and information are complete and accurate. Admits mistakes and looks for ways to improve. Models self as dependable and reliable. Follows up with others to ensure agreements and commitments have been fulfilled. Values the importance of team and organizational success. Independently takes action to influence events, to improve own or organizational performance and to promote the goals of the organization.
- **Provide Excellent Customer Service:** Anticipates, assesses, and responds effectively to the needs of diverse customers, both internal and external, providing consistently excellent service that is timely, accurate, courteous, and respectful.
- **Communicate Effectively:** Uses verbal and written skills effectively to ensure that information is successfully shared throughout the organization. Relates well to a range of people. Shows sensitivity to the needs of others. Demonstrates ability to build rapport and facilitates mutual understanding.
- **Work Safely:** Knowledge and application of relevant safety requirements that apply to the specific work being done. Recognizes and mitigates safety hazards on the job. Observes rules and regulations to comply with personal and workplace safety standards. Works to create a hazard-free, accident-free environment.

**PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT**

*The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Work requires regular and punctual attendance at the office or other assigned location; work requires the occasional exertion of up to 25 pounds of force; work regularly requires using hands to finger, handle or feel and repetitive motions, frequently requires sitting and occasionally requires standing, walking, speaking or hearing, stooping, kneeling, crouching or crawling, reaching with hands and arms and pushing or pulling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

- News media, including newspaper, television, social media, and other communication sources.
- Modern office practices, methods, procedures, and equipment.
- Record-keeping principles, procedures, and techniques.

Skills and abilities to:

- Demonstrate the ability to think creatively.
- Demonstrate strong follow-up skills and attention to detail.
- Prepare cost estimates for projects within quality specifications, financial constraints and time schedule for each project.
- Retain focus to see projects from conception to completion.
- Work on multiple projects at the same time as well as the ability to set and meet deadlines.
- Promote the brand of the City through social media, website, media releases, and distribution of promotional items, creative printed pieces, and advertising.
- Understand basic municipal issues.
- Find creative approaches to preparing and presenting issues.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise, and understandable manner to intended audiences.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or no direction, set priorities, and meet deadlines.
- Operate a variety of modern office equipment and personal computers using standard or customized software application programs appropriate to assigned activities.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Provide continuous effort to improve operations, streamline work processes, and work cooperatively and jointly to provide quality customer service.

**SPECIAL REQUIREMENTS**

Valid driver's license.

**EDUCATION AND EXPERIENCE**

High school diploma or GED and one (1) year of marketing experience.

**COMPETENCIES**

**Authorization (for Archive)**

*The duties listed above 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 the position.*

*The job classification does not constitute an employment agreement between the City of Richland and any employee and is subject to change by the City as the needs of the City and requirements of the job change.*

*Krupp*

June 25, 2025

Human Resources Director

Date



6/25/2025

Department Head

Date



6/26/2025

City Manager or Authorized Designee

Date