Communications Coordinator – PIO

Key Facts

Department: Administration
Reports To: Assistant City Administrator
Salary Range: $58,635- $82,098
FLSA: Non-Exempt
Schedule: 8:00 a.m. – 5:00 p.m., Monday – Friday, other hours as needed for meetings & events

Summary

The Communications Coordinator serves as the City's primary Public Information Officer (PIO). This position develops and executes external and internal communications, manages media relations and social media, writes news releases and talking points, coordinates public-facing materials and events, and serves as the spokesperson for assigned departments.

Essential Job Functions

- Serve as the City's PIO: prepare and distribute newsletters (weekly electronic, monthly electronic, quarterly paper), press releases, coordinate media requests, draft statements/talking points, and maintain the City's website.
- Produce written and visual content: write news releases, op-eds, Q&As, newsletters, talking points, and support basic graphics, photo, and video production.
- Assists with public relations efforts and serves as city's point of contact for the media.
- Coordinate outreach and community engagement: plan public information educational materials, posts, and mailings. Coordinate public meetings and events, brief elected officials and department leaders.
- Provide internal communications support: prepare internal announcements and keep staff informed of major developments.
- Maintain public records and document retention for communications materials, including the responsibility for City projects and status updates on the city's Dashboard/ArcGIS StoryMaps system providing information through the city's front-facing system.
- Other duties as assigned

Minimum Qualifications – you must meet these requirements to be considered for the job.

- Bachelor's degree in public relations, communications, journalism, English, marketing, public administration, or related field. (Equivalent combination of education and experience may be considered.)

- 2–4 years of progressively responsible communications, public affairs, journalism, or media relations experience in a public sector or comparable environment (municipal government experience preferred).
- Demonstrated experience with social media platforms, content management systems (CMS), media relations, and basic multimedia production.

Knowledge, Skills and Abilities (KSAs) which may be representative, but not all-inclusive of those commonly associated with this position.

- Excellent written and oral communication; strong news judgment.
- Ability to translate technical or policy information for general audiences.
- Crisis communications and rapid-response capability; calm under pressure.
- Strong organization, project management, and stakeholder coordination skills.
- Proficiency with analytics tools and ability to present data to nontechnical audiences.

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- Professional office settings with moderate noise, climate control, and frequent interaction with the public.

Physical Abilities that are commonly associated with the performance of the 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 this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

- Sedentary office work with frequent computer and phone use.
- Ability to lift and carry boxes, supplies, or event materials up to 30 pounds.
- Regular standing, walking, and light facility movement throughout the day.
- Ability to move tables, chairs, and other materials for meeting room setup.

The City of Parkville is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment is decided on qualifications, merit, and business need. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

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 may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. These duties may be modified, as required, by applicable federal and state laws.