



COMMUNICATIONS AND EVENTS COORDINATOR

Department: Administration

FLSA Status: Exempt

Pay Range: \$65,000 - \$90,000

Reports To: City Administrator

Revised Date: 08-28-2024

Approved Date: 09-03-2024

GENERAL STATEMENT OF THE POSITION

The Communications and Events Coordinator (CEC) plans, develops, and implements strategic city-wide external communication efforts under general supervision. Serving as the primary liaison for businesses, residents, and visitors, the CEC is responsible for creating and executing a comprehensive external communications strategy. This includes managing all city communication channels such as the website, email, newsletter, social media, and marketing activities.

The CEC leads the coordination of all special city events, including the annual [Sunset Valley ARTFEST](#), Spring Fling, National Night Out, and other community events. The CEC collaborates closely with various city departments, committees, commissions, elected officials, and other stakeholders to maintain transparent and effective communication, ensuring alignment and cooperation across all entities.

SPECIFIC DUTIES AND RESPONSIBILITIES

Digital Communication and Social Media:

- **Manage the city's digital communication platforms**, serving as the central hub for creating and distributing digital content.
- **Maintain and update email distribution lists** to ensure effective communication with the community.
- **Write, edit, and schedule social media posts across various platforms**, ensuring consistency and accuracy in messaging.
- **Monitor social media accounts**, analyzes engagement metrics, and implements strategies to enhance social media interaction and reach.

Website Management and Maintenance:

- **Oversee all aspects of the city's website**, including maintenance, design, and development, in coordination with the City Secretary and other city departments.
- **Identify and implement strategies to improve website traffic and user engagement.**
- **Collaborates with technology specialists** to address issues and implement enhancements to the city's website.

Content Creation and Branding Management:

- **Write, edit, and publish various communication materials**, including the monthly city newsletter, alerts, advisory notices, news releases, event promotion materials, and related items.
- **Review all communication materials** for design, readability, content accuracy, grammar, and composition.
- **Oversee branding and graphic design** to ensure consistency and quality across all city communications.

Media Relations and Publicity Management:

- **Provide support and guidance to city departments on the communication and promotion of city activities**, including special events coordination and media activities.
- **Identify opportunities with potential publication or news value** and promotes recognition of city departments and programs, as well as businesses in the city.
- **Develop and maintain relationships with media outlets** and keeps the media contact list up-to-date.

Special Events Coordination and Management:

- **Coordinate and direct special events for the city**, including those sponsored by various departments, committees, and commissions
- **Serve as the primary coordinator for the annual Sunset Valley ARTFEST**, the city's signature event, which attracts 8,000 attendees, features 120 art and food vendors, and involves 75 volunteers.
- **Oversee the execution of ARTFEST**, collaborating with event producers, city departments, vendors, and volunteers, including sponsorship coordination, vendor registration, volunteer recruitment and training, and promotion.

Other Duties and Responsibilities:

- **Attend and participate in various public meetings as needed**, including those of the Arts Commission, Community and Economic Development Committee, Planning and Environmental Committee, and City Council, to provide support for communication and event coordination.

- **Deliver excellent public relations and customer service** by establishing and maintaining effective working relationships with all levels of management, city officials, other employees, committee and commission members, vendors, and the public.
- **May assume leadership roles over interns and volunteers**, providing guidance and coordination for daily activities, assigned projects, and tasks.
- **Prepare and submit reports as needed** for city management, community stakeholders, and staff.

MINIMUM EDUCATION AND TRAINING

- Bachelor's degree in communications, marketing, public relations, or a closely related field.
- Three (3) to five (5) years of previous experience in community outreach, local government, corporate communications, or a related environment involving communications, journalism, public relations, or marketing.
- A background or experience in special event coordination is preferred.
- Or any equivalent combination of education and experience that provides the necessary knowledge, skills, and abilities

MINIMUM QUALIFICATIONS AND STANDARDS

Interpersonal Communication:

Exercises considerable initiative, independent judgment, and confidentiality. Conveys a positive, professional image by action, communication, and appearance. Works independently or as part of a team. Exhibits highly effective organization and consensus building skills. Exhibits regular, dependable, and punctual attendance, which is an essential function of the job.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to walk, sit and talk or hear.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

Mathematical Skills:

Ability to calculate figures and amounts such as proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have technical expertise in internet software, Microsoft Office 365, and Adobe Acrobat. Experience with social media is required, graphic design experience is preferred.

Work Environment:

This is an onsite position but will require offsite meetings and assignments. The position will require attendance and participation at events and meetings on evenings and weekends.

The work environment characteristics 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 the essential functions.

The noise level in the work environment is usually moderate but can be noisy as the employee spends a significant amount of time outside the office working on job sites.

Conditions of Employment:

Valid Texas Driver's License and a background screen.

The City of Sunset Valley provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Selection is based on the candidates whose background qualifications, and any preferences requested from the hiring manager, most closely match the requirements for the job.