

Job Classification: City Council Communications Specialist  
Job Code: 2152

### **Minimum Preparation for Work:**

- ✓ Graduation from an accredited college or university with a Bachelor's Degree in English, Journalism, Public Administration, Communications, Marketing, Business or related field; and
- ✓ Two years (2) years of experience in public relations, public information, journalism, marketing, social media or related field or area of experience. Communications, public information or marketing experience within state and/or local government preferred. Experience in photography preferred.

Or

- ✓ Combination of education, training, and/or work experience equal to or higher than the requirements listed above as determined by City Council in consultation with Human Resources.

### **Necessary Special Requirements:**

- ✓ Possession of an appropriate driver license for equipment operated and any license, training or certification required by law or regulation to complete assigned tasks.

### **Nature of Work:**

This is a professional position responsible for creating and sharing print, video and social media content to educate and inform City of Pensacola residents on behalf of City Council members.

Work is performed under the direction of the Council Executive and Individual City Council Members. This position will be responsible for creating high quality print, video, photo, and social media content for City Council Members. This position requires the ability to write appropriate content, design mailers and film and edit video footage to share on the Council Member's social media channels, websites, You Tube channels and more in order to communicate with District residents regarding Council and City initiative and District centric activities. The ability to create content, regardless of form, in a timely manner is required. Work performance is evaluated based on observed and achieved results.

This position will require attendance of events outside of normal business hours, such as Town Hall Meetings, District Events, and Speaking engagements.

### **Examples of Work:**

- Creates press releases, fliers, newsletters, videos and other written and visual content that can be shared across multiple platforms, including, but not limited to, mailers, social media, city website, traditional media, and YouTube.
  - Assists Council Members in the creation of District centric community outreach in mediums to include fliers, post cards, and social media postings.
- Assists Council Members and staff with gathering content to highlight District projects and Council Member activities including videos and photos.
- Assists with posting on Council Member social media channels under the direction of the Council Members and Council staff.
- Provides written, video, photo, and social media content ideas to Council Members and Council staff, with a focus of promoting Council Member projects, activities and initiatives.
- Assesses filming locations to determine filming and lighting requirements, providing recommendations to ensure that quality footage is captured.
- Assembles and arranges video and audio equipment at Council Member events and functions.
- Performs other duties as assigned.

### **Knowledge, Skills and Abilities:**

- Knowledge of the operation of local and state government as it applies to ethics and the Sunshine Law
- Knowledge of print media to include press releases, fliers, newsletters, and post cards
- Knowledge of video industry best practices to include equipment setup, selection of equipment and sounds feeds utilized in audio visual productions.
- Knowledge of social media best practices, including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- Skilled in turning ideas into outlines, storyboards, and images.
- Skilled in photography
- Skilled in video editing and production.
- Ability to film high-quality video and edit packages in a timely manner.
- Ability to demonstrate excellent interpersonal skills and work well with colleagues, elected officials and the general public.
- Ability to assess customer needs and make recommendations regarding audio visual technology.
- Ability to ensure the safe storage and integrity of video and photo data.

- Ability to test and resolve audio visual equipment issues.
- Ability to mix sound inputs and feeds to ensure quality.
- Ability to capture footage both in-house and in the field to include safe transit and shipment of equipment.

#### Video and Social Media Specialist (continued)

*The mental and physical demands and the work environment characteristics described below 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.*

#### **Mental and Physical Requirements:**

While performing the duties of this job, the employee is regularly required to use hands and fingers to hold or feel, reach with hands and arms, walk, talk and hear. The employee is occasionally required to stand, sit, climb, balance, stoop, and crouch. Specific vision abilities include near distance, far distance, color, and peripheral vision, and depth perception.

#### **Work Environment:**

The noise level in the work environment is usually moderate. Some jobs may require an employee to be exposed to outside weather conditions, wet and/or humid conditions.

*This description is not intended to be, nor should it be construed as an all-inclusive list of responsibilities, skills or working conditions associated with the position. It is intended to accurately reflect the activities and requirements of the position, but duties may be added, deleted, or modified as necessary. This description does not constitute a written or implied contract of employment.*

Est. 08-15-2023