



COMMUNICATIONS SPECIALIST

DEPARTMENT:	Communications
EMPLOYMENT STATUS:	Part-time – 20 hours per week
FLSA STATUS:	Non-Exempt
REPORTS TO:	Communications Director
SALARY:	\$27.00 to \$31.00 per hour DOE

Introduction to the City and Department:

Join the City of Castle Pines, a community dedicated to public engagement and transparent communications as a Communications Specialist. The Communications Specialist plays an important role in the Communications Department by contributing to the City's engagement with the community. This part-time position offers the opportunity to collaborate on the City's initiatives, programming, and communication strategies.

Team Environment:

The Communications Specialist is an integral part of the Communications Department. This role involves interaction with various City departments and community stakeholders, emphasizing creativity, teamwork, and a commitment to effective communications. The Communications Specialist supports the Communications Director and works collaboratively to implement communication strategies and public outreach efforts.

General Purpose:

The Communications Specialist supports the City's communication, programming, and public outreach initiatives. This includes drafting press releases, managing social media accounts, coordinating community outreach efforts, and assisting in the development of communication materials. The role is vital in ensuring that the City's communications are clear, consistent, and aligned with the City's strategic goals, while fostering transparency and community engagement.

Key Responsibilities:

- Works collaboratively with Events and Recreation Programming Manager to promote new recreational activities and events through graphic design, email, social media, and advertising
- Assists with media relations, marketing, and public engagement activities
- Develops and manages content for the City's website, social media platforms, and other communication channels
- Assists with increasing education and awareness of efforts across all City departments while ensuring consistent messaging to reflect the City's goals and objectives
- Coordinates logistics for public meetings and public outreach events

- Assists with the management of ADA compliance for City's online assets
- Supports the Communications Director in high-priority communication needs
- Responds to routine public inquiries and complaints in a courteous and timely manner
- May be responsible for on-call duties as needed

Skill Requirements:

- Strong written and verbal communications skills
- Proficiency in social media management and digital communication tools
- Proficiency in content creation and graphic design
- Knowledge of public relations practices and policies
- Knowledge of activities and services of a municipal government
- Creativity in developing accurate and engaging content
- Proficiency and skill in video production
- Ability to establish and maintain effective relationships with those contacted in the course of work, including the ability to facilitate community group relations
- Ability to work independently as well as in a team

Educational Background and Experience:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field, or any equivalent combination of education and experience
- Minimum of two years of professional experience, with a strong preference for experience in a municipal setting
- Experience in social media management and content creation is highly preferred

Licenses and Certifications:

- Certification in Public Relations or Social Media Management is a plus but not required

Physical Demands and Work Environment:

- The position requires occasional lifting and moving of up to 15 pounds.
- Regularly required to sit, talk, or listen; frequently uses hands to finger, handle, or feel.
- Occasionally required to stand, walk, reach with hands and arms, stoop, kneel, or crouch.
- Must be able to work in a standard office setting and use standard office equipment.
- Flexible hours, with the possibility of attending evening or weekend hours as needed.

This position offers a unique opportunity to contribute to the City's communication efforts, ensuring that residents are informed, engaged and connected with their community. The Communications Specialist will play a key role in shaping the City's public image and enhancing the quality of life for its residents.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the employer's needs and requirements of the job change.

Received by:

Employee Name

Employee Signature

Date