

City of Meriden
Strategic Communications Specialist
Job Posting
October 25, 2021

Nature of Work

This is a professional level administrative position serving to assist the City Manager in enhancing strategic communications (both external and internal to the City); and developing and maintaining the "face/brand" of the City to internal and external customers, partners and stakeholders.

The incumbent will develop, create and deploy content across all digital outlets for the website, social media, blog posts, email marketing and provide analysis, advice, recommendations, and assistance to the City Manager on matters of communications, technical support for policy distribution and strategic communications. This position will also be responsible for utilizing various analytical tools to shape, convey and receive communication in order to assist City decision makers.

Work is performed under general supervision and performance is evaluated in terms of its overall contribution to managerial improvement and organizational efficiency.

Desirable Experience and Training

BS/BA in communications, marketing, public relations, media studies, graphic design or 7+ years equivalent real-world experience in relevant field. 4-6 years' experience in related field a plus.

Excellent written and verbal communication skills, including online communications and public speaking; and work experience with communications or community engagement

Salary: \$75,000.00 - \$85,000.00

Please send resume to:

Human Resources Department, City Hall 142 East Main Street, Meriden CT 06450

Or by email to humanresources@meridenct.gov

Position is open until filled.

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Examples of Work

Media content development, production, and copy-writing for print/digital communication activities for all City programs, activities, functions, and other necessary communication work;

Develop, create, and deploy media content across all digital outlets including the City website, social media platforms, and e-marketing communications efforts;

Participate with City Manager in deciding the most effective mediums to communicate the City's message to advocate for the City's and citizens best interests;

Plans, organizes and facilitates strategic planning meetings to exchange and disseminate information;

Utilizes analytical tools to recommend and present information for decision options to Department Heads, City Manager and City Council and others as required;

Coordinates special communication projects using proper City policies and procedures;

Represents and serves as the Public Information Officer (PIO) spokesperson for the City Manager with stakeholders;

Coordinates and prepares responses to Connecticut Freedom of Information Act requests;

Oversees the development of communication strategy for the City in such areas as social media and website design;

Develops and prepares correspondences for dissemination regarding City related materials;

Oversees the development of a communications strategy for the City in such areas as social media, website design and up-to-date maintenance/consistency, City messaging and branding;

Prepares and presents policy briefings, talking points, presentations and proposals ensuring information is accurate and concise; and

Willingly and cooperatively performs tasks and duties which may not be specifically listed in the position description, but which are within the general occupational category and responsibility level typically associated with the employee's class of work.

Desirable Knowledge, Abilities and Skills

Experience developing and executing strategic communications for a large public organization;

Experience working with local, state or federal government;

Experience working with graphic, web and social media design;

Experience in leadership of analytical work and complex processes in a high volume, diverse, and intense environment;

Experience using team building/coordination skills intra and inter departmentally;

Experience communicating effectively in writing through decision memoranda, group presentations and policy recommendations.

Strong working knowledge of social media and networking tools, e.g. Twitter, Facebook, YouTube, etc.

Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access).

Must possess excellent spelling, grammar, proofreading and editing skills.

Proven track record of success producing digital content.

Familiarity with a variety of online marketing concepts, best practices and procedures.

Ability to work independently and in a team environment.

Desirable Experience and Training

BS/BA in communications, marketing, public relations, media studies, graphic design or 7+ years equivalent real-world experience in relevant field. 4-6 years' experience in related field a plus.

Excellent written and verbal communication skills, including online communications and public speaking; and work experience with communications or community engagement.