

## SENIOR COMMUNICATIONS ASSOCIATE

**DISTINGUISHING FEATURES OF THE CLASS:** Under the direction of the Commissioner of Management Services, The Director of Communications and the office of the Mayor, the incumbent in this class is responsible for developing, implementation and maintaining print, social and digital media standards for City departments, the executive officers of the City as well as coordinating projects for print and web-based marketing initiatives. The incumbent will assist with the maintaining and updating of the organizations website to ensure accuracy. Will coordinate with team members to gather information and content for the website. Implements updates and improvements to the website's design and functionally as directed by the Director of Communications. The incumbent will work with department heads, their representatives and department webmasters, coordinating the visual and marketing design aspects of all programs and services communicated to the public through print, social and web-based media. Performs related administrative functions as required. Does related work as required.

### **EXAMPLES OF WORK: (Illustrative only)**

Coordinates the graphic elements of all department websites;

Creates, updates edit and removes web pages from the website by reviewing submission and ensures adherence to standards as set by the Director of Communications;

Contributes to social media platforms, videos, maintaining consultative direction of design work of department publications liaisons and webmasters, suggesting style of content and overall presentation of public information delivered via web-based media;

Serves as the Subject Matter Expert (SME) for all web related concerns and is the point person for all city webmasters;

Develops templates for and directs, produces and coordinates the production of original design for logo and identify projects, branding and marketing that may be translated for print, digital and the web;

Conducts market research and works with the Director of Communications to determine the web enhancements;

Coordinates regular website updates based on needs of the City, at the direction of the Director of Communications;

Designs concepts and develops templates for visually communicating with the public, including video production, in keeping with the goals and objectives of the City;

Designs, constructs and maintains City-wide pages and social media platforms, including incorporating graphical user interface (GUI) features, animation, sound, motion, streaming video;

Troubleshoots web related issues and works with vendors to resolve issues;

Provides original photographic, videography, illustrative and graphic images for use in presentation of public information published via digital and web-based media;

Determines size and arrangement of illustrative materials and copy;

Selects style and size of type and arranges layout based on available space;  
Produces presentations utilized by executive staff for external or internal use with a focus on visually communicating both abstract ideas or tangible data but not limited to, capital projects, annual budgets, community issues or intergovernmental initiatives;  
Promotes the use of new technologies in marketing and design efforts.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES.** Candidates must have good knowledge of layout principles, and aesthetic design concepts for print, digital and web-based presentations; Must be proficient in graphic design across print, digital and web platforms, including the ability to convert complex ideas into clear visual communications while exercising independent judgment and attention to detail; Establish and maintain effective public relations with press, television, radio and newspaper; Thorough knowledge of producing and disseminating information to the various media; Thorough knowledge of the functions and organization of the City of Mount Vernon; Ability to speak effectively Ability to deal with persons of divergent views in a courteous and tactful manner; Good comm of the English language; Ability to communicate effectively both verbally and in writing; Ability to use computer applications; Resourcefulness; Initiative; Integrity; Good judgment; Neatness of appearance and physical condition commensurate with the demands of the position.

**ACCEPTABLE TRAINING AND EXPERIENCE:**

Possession of a Bachelor's Degree from a recognized college or university in Communications, Journalism or a closely related fiend; PLUS 2 years of experience in public relations or a related field.

CSC

Adopted 2/18/026