



## City of Irving Job Description

### Social Media Coordinator

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<b>FLSA Status:</b>	EXEMPT	<b>Job Department:</b>	Communications
<b>Job Code:</b>	C291	<b>Reports To (Job Title):</b>	Communications Manager

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#### PURPOSE

The goal of this position is to build, evolve and integrate digital communications into the overall marketing communications plan for the city of Irving. The objectives are to strategize, write and push out accurate and timely messaging across all digital channels to inform and enhance audience engagement.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

- Oversee city-wide social media program.
- Propose and build engagement campaigns, and continue to grow engagement with residents.
- Participate in building and strategic communications plan to ensure digital media is appropriate, accurate and integrated; Ensure Irving Social Media policy is current and followed.
- Track social media, as well as trends in that medium, and prepare reports on Irving coverage; more broadly, ensure the city is on track and current with social media.
- Establish and lead inter-departmental social media team to share best practices and enhance learning.
- Communicate with department on potential stories or issues trending
- Write Digital Spectrum and grow following.

#### OTHER DUTIES AND RESPONSIBILITIES

- Serve as secondary support related to communications and media relations.
- Handle reporters when needed.
- Help build crisis communications plans.
- Stay apprised of current affairs and potential effects for Irving.
- Assist with development of content for other city publications and website.
- Oversee other communications-related projects as necessary.
- Help other departments with communications needs.
- Develop and presents communications-related curriculum for internal training purposes.
- Make recommendations for communication initiatives that serve to positively impact organization morale and external perception of organization.
- Provide presentation support to Mayor, City Council, City Manager, as well as members of the City's leadership team.
- Serve as secondary web content specialist.
- Operation of a motor vehicle, and the ability/willingness to travel.

## **SUPERVISORY RESPONSIBILITIES**

Supervisory responsibility is not a regular part of the position.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

Minimal

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Bachelor's degree from an accredited four-year college or university in communications, journalism or related field.

### **EXPERIENCE**

- At least five (5) years of professional experience in communications, media relations and or marketing.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- A valid, appropriate driver's license, or the ability to obtain one, is required.

### **KNOWLEDGE OF**

- Command of Associated Press Stylebook principles.
- Customer Service: principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- Media processes to include techniques and strategies for obtaining media coverage and responding to media.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City.
- Operation of photography equipment and use of graphic design software.
- Sales and marketing principles involved in communication.
- Digital photography: Effective techniques with digital camera and graphic design software.
- Superior knowledge of English language structure, content and grammar principles.
- Visual communication principles.

## **SKILLS AND ABILITIES IN**

- Flexibility: Adapting to changing priorities, based on city happenings and media requests.
- Confidentiality: Handling information that is confidential and sensitive in nature.
- Digital Photography: Effective techniques with digital cameras & graphic design software.
- Active Learning & Reading Comprehension: Working with new material or information, complex subject matter and understanding its implications.
- Cooperation and Interpersonal Relations: Establishing positive working relationships with all levels of personnel, including leadership, elected officials and external guests, in order to achieve goals.
- Creative Idea Fluency and Innovation: Developing new ideas and identifying creative angles on a given topic or situation.
- Measurement: Targeting and assessing an ever-evolving digital engagement.
- Information Organization: Finding ways to structure and classify pieces of information from multiple sources.
- Accuracy: Paying keen attention to detail with numbers and words.
- Maintaining Current Job Knowledge: Reading, analyzing and interpreting general business periodicals, professional journals, technical procedures or government regulations.
- Effective Self-Management: Working, with or without supervision, and executing on time with respect to deadlines. This includes prioritizing, and modifying those priorities when appropriate.
- Public Speaking & Interactive Presentation: Using oral expression to communicate information and ideas so others will understand in group settings or on camera.

## **GUIDANCE RECEIVED**

### **Accepted Methods and Procedures**

Broad supervisory direction, seasoned knowledge, accepted methods and procedures, and stated policies guide completion of assignments and decisions made. Makes recommendations to superiors about moderately complex issues and procedural changes.

## **CONTACTS**

Internal contacts include city staff and council members.

External contacts include residents, media, corporations and organizations, and involves building and maintaining relationships with: local, state, national and international media; organization consultants for the preparation of media, crisis or communications information; organization customers (e.g., community members; leaders); and, counterparts at external organizations and other municipalities. As needed, interacts with state and national dignitaries/representatives for media purposes.

## **EQUIPMENT AND PROPERTY**

Desktop computer and laptop, smartphone, digital camera, various lenses and tripod, other audio visual equipment, and banners and other collateral as needed.

## **PHYSICAL DEMANDS**

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.\*

The employee is required to lift up to 20 pounds for set-up and break down of audio/visual equipment and media banner; to operate a motor vehicle for travel to external events; and to stand for long periods of time at special events.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The employee will work in an office work space that is subject to interruptions. The department can be extremely fast paced, due to the flow of creativity and operational demands, and so s/he must work well under pressure. Sometimes, work may be performed outdoors, and/or performed outside regular business hours. Also, because some travel may be required, the environment on occasion will change.

\* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.