

**CITY OF COTTLEVILLE, MISSOURI  
JOB DESCRIPTION**

**Community Relations Coordinator**

<b>Department/Division:</b>	<b>Administration</b>	
<b>Reports to:</b>	<b>City Clerk</b>	<b>Job Status: Part-time – 24 hrs/week Avg.</b>
<b>Date:</b>	<b>July 15, 2024</b>	<b>Starting Range: \$17.50–\$23.50/Hr (DOE)</b>

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**PURPOSE**

The Community Relations Coordinator position assists with engagement, outreach, and maintaining clear lines of communication with the stakeholders of the City. The position will also assist with planning and overseeing events and festivals sponsored by the City as well as providing core administrative support activities.

**ESSENTIAL FUNCTIONS & DUTIES**

*The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Duties may be added, removed or modified as deemed appropriate by the City Clerk.*

**Community Relations Coordinator:**

- Assist with maintaining and updating the City’s website and conducting regular content updates via the Content Management System.
- Responsible for generating and developing multiple social media platforms with content, updates and generate online traffic to such official sites/pages for the City.
- Recommend marketing materials to be used to promote and build on the City’s reputation and image. These shall include but are not limited to brochures, pamphlets, flyers, letterhead, signage, banners, logos, etc.
- Develop and recommend a marketing/promotion strategy and content across all forms of traditional/non-traditional media: press, radio, television, and online platforms.
- Accurately communicate the City’s values, goals/objectives, and position on various topics and issues. This may include drafting of newsletters, press releases, online posts/articles for management to consider.
- Photograph and document the various city operational functions across all departments and community at large (i.e. people, places, events, etc.) and provide basic editing of photos and utilize them for marketing/promotional activities.

- Develop and recommend innovative partnerships that align the City with community and regional organizations which will help achieve the City’s short- and long-range goals of reaching its target audience and enhance community interaction.
- Evaluate and review current and new communication platforms which rely on technology and software to disseminate pertinent and timely information to the community. This shall include a comprehensive review of the City’s website and from time to time the complete redesign and implementation of the website to ensure optimal user-friendly layout, accessibility, searchability, and findability of content.
- Assist with the planning, implementation, and execution of City events and public activities; this may include the development of new City sponsored community events and programs or partnerships and attendance at said events and activities.
- Assist with the coordination of community volunteers that are helping the City with implementing various events and activities.
- Provide administrative assistant/front desk duties such as: cashier activities, answering phones, filing, and customer service.
- Performs other duties as assigned.

**Minimum Education and Experience Required to Perform Essential Job Functions**

- Bachelor’s degree in communications, marketing, journalism, public relations or related field of study and two years of relevant experience.

OR

- 5-6 years of relevant experience; preferably in the public sector with a local government agency in communications and/or public relations.

**Physical and Mental Abilities Required to Perform Essential Job Functions**

- Ability to lift and carry a minimum of 25 lbs. for short distances, climb ladders, use hand tools.
- Proficient with Microsoft Office Suite; Wordpress/Wix and/or other website design platforms; Canva/Adobe Illustrator and/or other graphic design platforms; Constant Contact, and ThinkSign and/or other software platforms.
- Possess a valid Missouri motor vehicle operator’s license.

### **Work Availability**

Ability to be flexible with work schedule and availability. This includes the ability to work:

- Fridays,
- evenings on rare occasions,
- limited amount of time after hours remotely via a computer or smart device, and
- from time-to-time weekends and days preceding and following a holiday.

### **Language Ability and Interpersonal Communication**

Ability to produce, analyze, categorize, advise and interpret a variety of data points and information such as demographic reports, news articles, research reports/charts, state statutes, municipal ordinances, procedures, guidelines and planning documents.

Possess strong communication, writing, critical thinking, and interpersonal skills.

### **Judgment and Situational Reasoning Ability**

Ability to use functional reasoning and apply rational judgment in performing a wide array of work activities and interacting with a diversified group or audience.

### **Technical Skill Requirements**

Ability to operate, maneuver and/or steer equipment and machinery requiring simple but continuous adjustments, such as motor vehicle and/or golf cart/all-terrain vehicles. The ability to proficiently operate computers, varying software/application platforms, copier/scan/fax machine, digital camera, two-way radio, and telephone/smart phone.

*The City of Cottleville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*