



Position Description

Job Title	Community Relations Coordinator
Department	Administration
Employment Status	Full Time
Exempt/Non Exempt Status	Non-exempt

Scope of Work

The Community Relations Coordinator is responsible for the development and execution of a comprehensive communication plan, including public relations efforts, community outreach, managing electronic and print communications, media relations, administering and maintaining the Village's official website and social media accounts, and serving as a primary source and flow of communications coming into and out of the Village. Responsibilities include, creating print and e-newsletters, managing website and social media content, writing press releases, assisting with economic development marketing efforts, designing Village promotional materials, coordinating and promoting special events, and playing a key role in developing a positive public perception of the Village. The Community Relations Coordinator forges stronger relationships with other civic and governmental organizations, serves as a staff liaison to volunteer organizations and groups responsible for planning and coordinating community-based events, and provides support for community-based events/festivals and programming.

Supervision

Received	Assistant Village Administrator
Exercised	None

Essential Job Functions

- Oversees marketing and communications strategies designed to develop a consistent image, internally and externally.
- Promotes the Village as a great place to live, work and raise a family, and provides for recruitment and retention of viable businesses.
- Maintains a community branding campaign that includes a consistent look and voice for all Village materials.
- Assists in the development of the community relations budget.

- Coordinates production of municipal brochures, printed and electronic newsletters, media releases, and other advertisements, which includes soliciting information, preparing edits, designing layouts of articles and feature pages, taking photographs, and revising drafts based on input from the Village Board and Village Administrator.
- Serves as the webmaster for the official municipal website, including overseeing content and technical issues, researching additional components necessary to expand digital outreach and offering internal training on the website's content management system.
- Serves as a Village liaison and provides administrative and technical support to established committees and volunteer groups that coordinate special events and programming in the community.
- Helps coordinate and publicize special events such as July 3rd Celebration, Founders Fest, and others, working with community partners and Village departments to plan, organize, coordinate, and implement the events.
- May act as a Village liaison to community and other governmental agencies (schools, parks, library).
- Conducts studies of needs, perceptions, preferences, and satisfaction levels of public services and facilities.
- Initiates regular contacts with Village residents, civic organizations, interest groups, and other community partners for the purpose of identifying public concerns and issues, furthering community relations and public outreach goals.
- Drafts, distributes, and assists with citizen surveys.
- Partners with other organizations such as the Meet Chicago Northwest Convention Bureau and the DuPage Convention and Visitors Bureau to market Roselle locally and regionally.
- Provides effective and efficient customer services and promotes and maintains responsive community relations.
- Follows safe work practices.

Other Job Functions

- Performs related duties as assigned.

Requirements of Work

Graduation from a four-year college or university with a bachelor's degree in Marketing, Communications, Public Relations, or a related field is required. A minimum of four years of experience in marketing, communications, public relations, or related field, graphic illustration, desktop publishing, or digital related publishing; or any equivalent combination of training and experience which provides the following knowledge, ability, and skills:

Knowledge of	<ul style="list-style-type: none"> • The practices of municipal communications, journalistic writing, and public relations. • The principles and practices of marketing techniques and strategies including current trends in digital media/social media. • Newsletter writing, editing, and production. • The principles of public relations and the techniques of graphics presentation, displays, and visual aids. • Office automation, computerized word processing, desktop publishing, and graphic applications. • Basic journalism techniques, photography, and video programming.
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Ability to	<ul style="list-style-type: none"> • Write, edit, and produce quality material. • Design, produce and publish various digital marketing. • Work one on one with commercial printers and graphic designers. • Communicate clearly and concisely in both oral and written format. • Maintain effective working relationships and deal tactfully and courteously with elected officials, fellow employees, department heads, vendors and the general public.
Skill in	<ul style="list-style-type: none"> • Working with websites and graphic design software.

Necessary Special Requirements

None

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

- Work is performed mostly in an office setting, with some work performed outdoors at civic events; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- While performing the duties of this job, the employee frequently is required to stand and talk or hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee is occasionally required to walk; sit; climb or balance; stoop, kneel, crouch, or crawl; and smell.
- The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.