

TOWN OF AVON JOB DESCRIPTION

Job Title: Communications Coordinator

Exempt: Yes

Pay Grade: \$40,000-\$55,000

Reports to: Town Manager

Closing Date: December 23, 2020

JOB SUMMARY

The Communications Coordinator facilitates communication of all town operations to the general public. This official acts on behalf of the elected members of the Avon Town Council, all department heads with the Town of Avon, and serves as communication liaison for economic development and all media communication. The Communications Coordinator works regularly with local media and government entities to promote the goals and success of the Town of Avon. Under the direction and supervision of the Town Manager. The Communications Coordinator operates with considerable independence.

DUTIES AND RESPONSIBILITIES

The duties described below are indicative of what the Communications Coordinator might be asked to perform. Other duties may be assigned.

Essential Functions:

- Regularly maintain and update the Town of Avon website.
- Attends all Town Council meetings.
- Regularly posts to all Town of Avon social media platforms.
- Responds to direct messages received on social media platforms.
- Coordinates public records requests to the office of clerk-treasurer.
- Attends meetings with Planning Commission
- Attends meetings with BZA
- Attends meetings with Redevelopment Commission
- Promotes events with Avon Parks Department.
- Facilitates press releases to local media
- Appears on televised interviews regarding Town of Avon operations and events
- Facilitates radio interviews regarding Town of Avon operations and events.
- Attends community events to represent the Town of Avon.
- Respond to emergent/exigent community matters.
- Works closely with Director of Economic Development to promote community investment.
- Works closely with Hendricks County Economic Development Partnership
- Works closely with Avon Chamber to promote local businesses
- Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required at the time of hire or for continuation of employment.

Education and/or Experience:

- Associates Degree in Communications Field (or similar field of study)
- Bachelor's Degree in Communications field preferred (or similar field of study)
- This position may require the use of personal or Town vehicle. Individuals must be capable of operating the vehicles safely, possess a valid Indiana Driver's License, and have an acceptable driving record.

Skills and Abilities:

- Knowledge of the principles and practices of effective social media
- Knowledge of website development
- Knowledge of the principles and practices of public administration.
- Ability to work cooperatively and maintain a professional manner when dealing with Town officials, staff and the general public.
- Develop professional relationships with local media.
- Facilitate efficient responses to communication needs.
- Prepare written statements, flyers, and electronic media in various formats.
- Ability to respond to complaints and grievances in a professional and courteous manner.
- Ability to represent the Town of Avon in a professional and courteous manner
- Ability to work independently, and with a team.
- Ability to maintain confidentiality of materials.
- Public speaking

Language Skills:

- Ability to communicate effectively with other Town employees, officials and the general public.
- Simplify complex government processes to provide understanding to general public.
- Ability to communicate effectively and professionally in both written and verbal form.
- Ability to participate and perform effectively in all types of meetings and at public speaking engagements.

Mathematical Skills:

- Ability to perform basic math skills – add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Skills:

- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to use good judgment and effectively solve problems.
- Ability to plan work, and establish priorities.
- Ability to interpret a variety of instructions furnished in written, oral, and diagram or schedule form.
- Ability to organize time and resources.

PHYSICAL AND WORK ENVIRONMENT

The physical demands and work environment described 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.

Physical Environment:

- The duties of this job include physical activities such as stooping, kneeling, standing, reaching, walking, lifting (up to 10 pounds), grasping, talking, hearing/listening, seeing/observing, and repetitive motions.
- Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.
- The majority of work is performed in an office setting; however, employees may be expected to perform duties outdoors in all types of weather with exposure to the elements.

Work Environment:

- Ability to work under time pressures such as frequent "rush" jobs, urgent deadlines, etc.
- Ability to work under distractions such as telephone calls and other disturbances.
- Ability to deal with unpleasant social situations such as irate or disturbed individuals.
- Ability to work in a hectic, busy, and sometimes stressful work environment.