



## STAFF REPORT

DATE: October 1, 2024

### **CONSENT**

**AGENDA ITEM:** Approve Communications Coordinator Job Description and Authorize Job Posting

**SUBMITTED BY:** Karissa Goers, Administrative Services Director

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#### **BACKGROUND:**

A full-time Communications Coordinator position was approved for the 2025 budget.

#### **ISSUE BEFORE COUNCIL:**

Should the Council approve the job description and authorize advertising for the Communications Coordinator position?

#### **PROPOSAL DETAILS/ANALYSIS:**

Included in your packet is a job description and job posting for a Communications Coordinator. This is a new job description for the city. City staff evaluated the position using the SAFE criteria as provided by Baker Tilly and found that it should be placed at a grade 7.

This position would enhance the effectiveness of communication for the City of Lake Elmo. By adding a dedicated communications professional to staff, we will have a subject matter expert who can work across city departments to strategically plan our approach to communications. Several benefits of this addition include enhancing our reputation as a well-run city, humanizing our employees, relaying timely and relevant information, and building trust with our stakeholders by sharing the stories of Lake Elmo to keep our community informed.

#### **FISCAL IMPACT:**

This position has been included in the 2025 budget.

#### **OPTIONS:**

- 1) Approve the job description as presented and authorize issuing the posting for Communications Coordinator
- 2) Amend and then approve one or both the job description or posting for Communications Coordinator.

#### **RECOMMENDATION:**

If removed from the consent agenda:

***“Motion to approve the Communications Coordinator job description and authorize advertising the position.”***

#### **ATTACHMENTS:**

- Communications Coordinator Job description
- Communications Coordinator Job Posting

# City of Lake Elmo

## Communications Coordinator

**Job Title:** Communications Coordinator

**Department:** Administration

**Status:** Full-time regular position

**Benefits:** Qualifies for full-time benefits

**Reporting Relationship:** Reports to Administrative Services Director

**Supervisory Duties:** This position has no supervisory responsibilities

**Position Details:** Under limited supervision, this position performs intermediate work creating and maintaining effective internal and external communications for the City of Lake Elmo. The communications coordinator manages and assists with various communications for staff, Council, Commissions, residents, and the general public.

### **Essential Duties and Responsibilities:**

- Manage and maintain the City's social media accounts, including content creation, moderation, analysis, and implementation of industry best practices.
- Design and publish the City's weekly digital newsletter.
- Design, compile, and finalize the City's bi-annual newsletter, reports, flyers, brochures, and announcements. Work with the City's printing company throughout the publication and distribution process.
- Draft communications of complex, technical concepts in a diverse creative way for all residents to understand and appreciate.
- Review, proofread and edit a variety of written and digital communications.
- Assist in the management of the City website, ensuring accuracy and security.
- Capture photos and videos of City events and maintain a content library.
- Create and maintain a style guide for City branding and identity. Develop graphics and layouts for a variety of mediums.
- Assist in the implementation of the City's communication plan.
- Assist in the communications and marketing for special events to include a variety of media platforms.
- Assist with internal communications, i.e. employee newsletters, announcements, etc.
- Assist in the management of the City's internal SharePoint site.
- Assist with public meetings media, i.e. ensure digital access, maintain recording database and City YouTube channel.
- Research and maintain a content library of articles about the City of Lake Elmo.
- Ensure the City is compliant with Federal, State, and Local laws relating to the City's communication to include website accessibility for individuals with disabilities (Section 508.)
- Performs other duties, as assigned.

### **Competencies Common to All City Positions:**

- Develop and maintain a thorough working knowledge of and comply with all departmental and applicable City policies and procedures.
- Demonstrate by personal example the spirit of service, excellence, and integrity expected from all staff.

- Develop a respectful and cooperative working relationships with co-workers, including willing assistance to newer staff so job responsibilities can be performed with confidence as quickly as possible.
- Confer regularly with and keep immediate supervisor informed of all important matters that pertain to the applicable job functions and responsibilities.
- Represent the City of Lake Elmo in a professional manner to the general public, outside contacts, and constituencies.

While these areas are the primary focus of the position, we believe strongly in teamwork and employees will be called upon to perform a variety of duties as a part of their role with the City.

## **Position Requirements:**

### ***Knowledge, Skills, and Abilities:***

- Ability to structure communication with multiple mediums for a variety of audiences.
- Practical knowledge with desktop publishing, web maintenance, graphic design and related software.
- Excellent writing skills.
- Ability to collaborate with other departments and take the lead on special projects.
- Proficient in time management and balancing multiple projects.
- Ability to give and receive constructive feedback respectfully and effectively.
- Experience with and demonstrates an understanding of cultural competency.
- Demonstrate the service excellence and integrity expected from all staff.
- Develop respectful and cooperative relationships with co-workers.
- Confer regularly with and keeps immediate supervisor informed of important matters pertaining to those functions and job responsibilities for which accountable.
- Represent the City in a professional manner to the public and outside contacts in a manner that helps maintain and enhance Lake Elmo's reputation.
- Initiative to look for continual improvement opportunities.
- Ability to effectively problem solve using analytical and strategic thinking.
- Ability to attend City meetings and events as required, including some evenings and weekends.

***Physical/Mental Demands and Working Conditions:*** Most work is performed in an office setting. Positions in this job typically require sitting, feeling, manual dexterity, grasping, talking, hearing, typing, and seeing. There is also sustained exposure to computer keyboards and video screens. This position may have to work at outside events with exposure to cold, heat, rain, and wind. This work requires the exertion up to 10 pounds of force frequently, of up to 20 pounds of force occasionally, and rarely moves objects of more than 20 pounds.

*\*\*The physical demands described here are representative to those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.*

### **Minimum Qualifications:**

***Education:*** High School Diploma/Equivalent

***Experience:*** Four years' experience writing for internal and external audiences for a full range of media including print and social media. Experience in communications, community relations, marketing, and/or journalism.

***Licenses/Certifications:*** Valid Driver's License

**Preferred Qualifications:**

- Bachelor’s degree in communications, public relations, marketing, business or similar.
- Experience working with Canva and Sharepoint.
- Public Information Officer
- Experience with managing social media outlets.
- Experience with website design.
- Process basic computer skills, including a good knowledge of and experience using:
  - E-mail and Microsoft Outlook
  - Web Browsing
  - Basic Computer Mapping (Google Maps, Bing)
  - Adobe PDF Viewer
  - Microsoft Office Products

**Employee Acknowledgement**

I have read and understand the job requirements, essential functions, working conditions, responsibilities and expectations set forth in the job description provided. I attest that I can perform the essential job functions as outlined with or without any reasonable accommodations.

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Employee Signature

Date

Employee Name: \_\_\_\_\_

*\*\*The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.*

*Created – August 2024*



The City of Lake Elmo offers competitive pay and benefits in addition to professional development opportunities to all employees. The city's number one value statement is to foster an environment based on trust and ethics. These philosophies and practices help the City in recruiting and retaining exceptional employees.

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Accepting Applications for the Position of:  
**COMMUNICATIONS COORDINATOR**

**ANTICIPATED HIRING PAY RANGE: \$32.16 – 37.28 per hour (DOQ)**

**RECRUITMENT TIMELINE** This position is budgeted to start in 2025. The hire for this position will not start prior to January 2, 2025.

**OPENING DATE: October 4, 2024**

**CLOSING DATE: November 1, 2024**

**POSITION TITLE:** Communications Coordinator  
**DEPARTMENT:** Administration  
**ACCOUNTABLE TO:** Administration Services Director  
**FLSA STATUS:** Non-Exempt

**Position Details:** Under limited supervision, this position performs intermediate work creating and maintaining effective internal and external communications for the City of Lake Elmo. The communications coordinator manages and assists with various communications for staff, Council, Commissions, residents, and the general public. Work is performed under limited supervision and is responsible, but not limited to the following duties:

**Essential Duties and Responsibilities:**

- Manage and maintain the City's social media accounts, including content creation, moderation, analysis, and implementation of industry best practices.
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  - Web Browsing
  - Basic Computer Mapping (Google Maps, Bing)
  - Adobe PDF Viewer
  - Microsoft Office Products

POSTING CLOSES 11/01/2024

**SEND COMPLETED APPLICATION TO:**

CITY OF LAKE ELMO

ATTN: KARISSA GOERS, ADMINISTRATIVE SERVICES DIRECTOR

3880 LAVERNE AVENUE NORTH, LAKE ELMO, MN 55042

OR **KGOERS@LAKEELMO.GOV**

A CITY EMPLOYMENT APPLICATION CAN BE FOUND AT **WWW.LAKEELMO.GOV**

CITY OF LAKE ELMO IS AN EQUAL OPPORTUNITY EMPLOYER