

TOWN OF SOMERS
Position Description

Position Title: Communications Coordinator
Department: Recreation
Supervisor: Director of Recreation

Supervises: None
FSLA Status: PT- Non-exempt
Bargaining Unit: None

Definition:

Under the direction of the Director of Recreation, the Communications Coordinator assists the Recreation Department in planning, developing, and executing town-wide communications strategies intended to support and extend the Recreation Department's visibility, presence and impact within the community. The Communications Coordinator will help increase community awareness and engagement in Somers Recreation Department and Town of Somers community events, initiatives and opportunities.

Duties and Responsibilities:

- Update and maintain Recreation Department website and social media with new and trending information
- Prepare and execute mass communication practices including social media posts, newsletters, press releases, email marketing campaigns, and others as needed
- Analyze and help to diversify social media and mass communication platforms currently being utilized
- Cultivate new communication strategies and practices to increase scope and effectiveness of community outreach and engagement
- Coordinate media affairs for Recreation Department programs and events
- Function as photographer, videographer, and/or on-site coordinator for events and programs as needed
- Collaborate with Town Departments to identify areas of need to increase effective communication and devise strategies to meet the need
- Provide outstanding customer services, accurate information and effective communication to the community and all participants in Department programming
- Maintain contact with various sectors of the community including schools, local businesses, youth groups, civic groups, and Town board & commissions
- Attends staff and other civic meetings as needed
- Assist with other Departmental operations as necessary

Qualification Requirements

Education and Experience:

- Must have a minimum of a high school diploma or G.E.D. with a strong working knowledge of communication strategies and practices. Experience in journalism and/or marketing preferred.

Knowledge of:

- Multiple social media platforms (Facebook, Twitter, Instagram)
- Computer applications related to work (Publisher, Word, Photoshop, Adobe, Constant Contact)
- Techniques for effectively representing the Town of Somers in contacts with users and the community.
- Recreation program operation and practices
- Photography and videography preferred

Skill in: (at entry)

- Written communication
- Verbal communication to interact effectively with co-workers, managers, the media, and the general public
- Managing multiple tasks and tracking multiple timelines
- Managing time and prioritizing tasks independently as this position could work remotely for blocks of time
- Responding effectively to changing priorities and urgencies and maintaining a sense of control
- Using judgment to problem solve independently
- Demonstrating an analytic thought process and using analysis to formulate opinions and make recommendations