City of Shakopee
POSITION DESCRIPTION

TITLE: Communications Specialist – Graphic Design
DEPARTMENT: Administration
CLASSIFICATION:
REPORTS TO: Communications Manager
STATUS: Full-Time, Non-Exempt
PAY GRADE: 150
LAST REVIEWED:

SUMMARY
Assists the city's efforts to inform, educate and communicate with residents, businesses, employees and other stakeholders. Coordinates the design and development of communications materials, including newsletters, brochures, advertisements, marketing campaigns, social media, photographs and more. Responsible for content and use of social media and more.

ESSENTIAL DUTIES AND RESPONSIBILITIES
- Supports the city's overall communications strategy, as identified by the city's communications manager.
- Designs and creates visual elements to enhance print and digital communication tools. Includes logos, charts, infographics, location maps, illustrations, graphics for website and social media use and other informational documents in collaboration with city departments for internal and external use.
- Conceptualizes and produces layouts for print and digital communications pieces, including newspaper ads, newsletters, brochures, reports, flyers, posters, presentations, displays, videos and other communication vehicles.
- Coordinates assignments from initial creative consultation through production and archiving, including creating, preparing and assembling digital files for both in-house and external production. Works with vendors to coordinate printing and delivery.
- Maintains the city's brand to ensure logo guidelines are followed and organizational identity remains intact.
- Develops and implements creative and effective social media marketing strategies to promote the city, its programs, community services, events and more.
- Updates, monitors and develops content for social media pages with a focus on growing reach and new social media tools. Assists Parks and Recreation with targeted marketing efforts.
- Uses city social media tools such as Facebook, Twitter, Nextdoor, Instagram, YouTube, etc. to achieve the goals of the city's communications strategy.
- Takes photos at city events and activities, which may include evening or weekends.
- Coordinates photoshoots and maintains the city's image inventory.
- Performs other related duties as apparent or assigned.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED
- Fluent knowledge of standard graphics applications and ability to use Adobe Creative Suite (InDesign, Illustrator and Photoshop).
- Strong design, layout, typography and concept development skills. Strong sense of creativity.
- Excellent written and oral communication skills.
- Thorough knowledge of English grammar, spelling and punctuation.
- Ability to communicate complex and technical information to a diverse audience including city residents, local businesses, elected officials and members of the media.
- Photography skills, including knowledge of lighting and composition and the ability to edit photos for use in print and electronic forms.
- Ability to use common Microsoft Office programs, such as Word, Excel and PowerPoint; as well as web-based email and timesheet software.
- Previous experience in working with outside vendors to prepare publications for print.
- Experience with website content management software.

- Ability to establish and maintain positive, professional working relationships internally with co-workers and supervisors and externally with representatives of the media and neighboring jurisdictions.
- Ability to work with the public in a friendly, tactful manner.
- Ability to prioritize work load and manage multiple projects or tasks at a time.

INTERNAL/EXTERNAL CONTACTS
- Daily contact with Department of Administration and other departmental staff.
- Regular contact with the public.
- Some interaction with Department Heads to provide support and assistance.

QUALIFICATIONS

Minimum Qualifications

Associate degree in graphic design, art, communications, public relations or a related field; two years of related work experience; in-depth experience with Adobe Creative Suite; and a valid driver's license.

Desirable Qualifications

Local government knowledge and/or experience. Fluency in a second language, in addition to English, that has a recognized presence in the community (Spanish, Russian, Hmong, etc.). Bachelor's degree preferred.

WORKING CONDITIONS

The normal work environment is a modern, climate-controlled office building, with moderate levels of noise generated by conversations, phones and other office equipment. The employee is occasionally required to work outside in a variety of seasonal weather conditions to photograph events and may occasionally work in and around emergency scenes to assist the police and fire departments with communication needs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, stand and move about the office; use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employee is required to speak, hear and see to share information, receive instructions and complete tasks using a computer screen. The employee must occasionally lift and/or move up to 25 pounds.

EQUIPMENT REQUIRED TO PERFORM JOB
- Desktop Computer
- Desktop Phone
- Copy/Scanner/Fax Machine
- Digital Camera
- Video Camera