



**Communications &
Administrative Coordinator
Position Description**

Department: N/A		Immediate Supervisor: Executive Administrative Manager	
Pay Group: Office Pay Grade: 5	FLSA Status: Non-Exempt	Last Updated: 8/30/2018	
Positions Supervised: N/A			
Position Summary			
Perform written and electronic communications on behalf of ERMU including creation of web content and social media communications. Provide administrative support for management. Assist with administrative duties associated with commission and committee meetings.			

Essential Functions

1. Assist with oversight of the branding plan and communications plan. Assist with the coordination of all marketing tools used for communications, public relations, and general information including publications, website, and social media:
 - A. Create original content consistent with branding plan and communication plan.
 - B. Create and coordinate graphics, photos, and other design needs.
 - C. Create and maintain an archive of press publications, articles, photographs, videos, significant activities and events, programs and services, etc.
 - D. Research and recommend new marketing tools.
 - E. Assist with coordinate and monitoring of all communications information.
 - F. Coordinate with departments to ensure the delivery of internal and external communications consistent with adopted branding plan and communications plan.
 - G. Match message to communication tools and target audiences.
 - H. Assist with monitoring effectiveness of communications and communications tools, and recommends changes to enhance effectiveness.

2. Assist with managing websites, social media services, and external communications:
 - A. Responsible for basic maintenance of internal and public websites.
 - B. Assist with the implementation of social media and communication strategy.
 - C. Create and manage social media sites and recommend changes as appropriate.
 - D. Create and manage content and graphics for websites and social media.
 - E. Recommend and implement website and social media site changes as appropriate.
 - F. Assist with monitoring social media for inquiries, complaints, and comments.
 - G. Works with departments to ensure accurate and timely information is posted.
 - H. Coordinate messaging and ensures synchronization of content between social media sites and website as appropriate.
 - I. Assists with coordination and implementation of media and press releases.
 - J. Assists with creating newsletters, flyers, forms, and other publications.

3. Assists with administrative duties to support the commission, management, and department initiatives and activities:
 - A. Assist managers with administrative support for communications and reports.
 - B. Assist with preparation and follow-up for commission and committee meeting.
 - C. Assist in planning and running special events and public engagement events.
 - D. Provide communication assistance in the event of an emergency or disaster.
 - E. Assist in creating, writing, formatting, and distribution of meeting materials.
4. Performs other essential job duties:
 - A. Regular and timely work attendance.
 - B. Follows all safety procedures and participates in safety training.
 - C. Provide general back-up coverage for office staff during emergencies.
 - D. Other duties as assigned.

Required Knowledge, Skills, and Abilities

- Knowledge of the English language including excellent spelling, grammar, punctuation, form, and style skills.
- Superior written, verbal, and electronic communication skills.
- Superior skills to efficiently use computer, word processing and spreadsheet software, phone, copier, and other standard office equipment.
- Knowledge to proficiently use communication and design software including but not limited to: Microsoft Office, Adobe InDesign, Adobe Photoshop, and Adobe Acrobat Pro.
- Ability to communicate professionally and effectively through social media.
- Strong organizational skills.
- Ability to confidentially manage sensitive information.
- Ability to effectively interact with management, employees, and customers.
- Ability to interact with people in a professional and courteous manner.
- Ability to evaluate and resolve general issues within policy and/or procedural guidelines.
- Ability to manage work load and time efficiently.
- Ability to work independently.
- Ability to perform all essential job functions in an office work environment.

Minimum Qualifications

- High School degree or equivalent.
- Bachelor degree in communications, journalism, English, marketing, or business administration; or equivalent experience.
- Valid driver's license.

Preferred Qualifications

- Experience with computer graphics, web design, desktop publishing, marketing, and related publishing tools and resources.
- Experience with professional communication through social media and web content.

This Position Description is not intended to be all-inclusive. It is within Elk River Municipal Utilities' discretion to assign additional duties and responsibilities or remove duties and responsibilities at any time.

This Position Description does not constitute a Contract of Employment.