

City of Rehoboth Beach, Delaware

Job Description

Classification Title	Communication Assistant
Job Code	1504
FLSA Status	Non-exempt
Pay Grade	106

GENERAL POSITION SUMMARY

The Communications Assistant supports the Communications Manager in promoting the city's brand and messaging. This role involves creating and managing content across various platforms, including video programming, press releases, social media, and the city website. The officer will assist with media relations, provide emergency communication support, and contribute to special projects. Responsibilities also include visual content creation, such as photography and video production, as well as coordinating social media schedules and special event permits. The ideal candidate will be creative, detail-oriented, and capable of handling multiple tasks effectively.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

- Write press releases, talking points, digital newsletter articles, and other content materials.
- Produce and edit a monthly video program for the city manager's office.
- Create signs, publications, memes, posts, and other materials using Canva or similar design platforms.
- Assist with media relations and respond to media queries; serve as the city spokesperson when necessary.
- Engage in social media posts and interactions.
- Update content on the city's website and the Reach Out Rehoboth stakeholder engagement platform.
- Coordinate the schedule for social media posts to ensure frequent and consistent messaging.
- Provide communications support during emergency situations.
- Take photos and manage video production and editing.
- Assist with the coordination of the special event permit application process.
- Undertake additional ongoing responsibilities, special projects, and duties as assigned.

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MINIMUM ENTRANCE QUALIFICATIONS

Education and Experience

- A bachelor's degree from an accredited college or university in a related field
- At least two (2) to five (5) years of related work experience
- Any equivalent combination of training, education, and experience that provides the required skills, knowledge and abilities

COMPETENCIES FOR SUCCESSFUL PERFORMANCE OF JOB DUTIES

Knowledge of:

- Effective media, public relations communications.
- Video techniques and tools.
- Social media and online communication.
- Conference, press and event communication.
- Structures and technology for reporting news.
- Trends in marketing governmental organizations.
- Keen understanding of social media tools and engagement strategies.

Skill in:

- Demonstrated writing, editing, and proofreading skills.
- Video production and editing skills.
- Proficiency in web content management systems and experience in developing and maintaining website content.
- Familiarity with social media platforms and ability to create succinct, creative, and engaging posts.
- Sensitivity to being the voice of a local government organization.
- Experience working with the media.
- Graphic design.
- Timeliness and courtesy under stress.
- Familiarity with email marketing programs such as Mailchimp.
- Attention to detail with the ability to see the big picture.

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- Commitment to accuracy and creativity.

Ability to:

- Ability to shoot great photos and videos using multiple types of devices.
- Ability to work under pressure and handle multiple priorities.
- Present news from a broad strategic perspective.
- Stay ahead of City issues and current news.
- Work independently, meeting schedules and deadlines.

WORK ENVIRONMENT/CONDITIONS

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

Work Environment	Seldom or Never	Sometimes or Occasionally	Frequently or Often
Office or similar indoor environment			X
Outdoor environment		X	
Street environment (near moving traffic)		X	
Construction site	X		
Clinical health care environment	X		
In the community (homes, businesses, etc.)			X
Warehouse environment	X		
Shop environment	X		
Detention center or correctional facility	X		
Exposures	Seldom or Never	Sometimes or Occasionally	Frequently or Often
Individuals who are rude or irate		X	
Individuals with known violent backgrounds	X		
Communicable diseases	X		
Bodily fluids (blood, urine, etc.)	X		
Infectious waste	X		
Extreme cold (<i>below 32 degrees</i>)		X	
Extreme heat (<i>above 100 degrees</i>)		X	

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Moving mechanical parts	X		
Risk of electrical shock	X		
Vibration	X		
Fumes or airborne particles	X		
Toxic or caustic chemicals, substances waste	X		
Loud noises (<i>85+ decibels</i>)	X		

PHYSICAL DEMANDS

The physical demands described here 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.

The position involves *light physical demands*, such as exerting up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects.

Date created:	6/5/2024
Dates revised	