

AN ORDINANCE ADOPTING A JOB DESCRIPTION FOR THE POSITION OF COMMUNICATIONS SPECIALIST IN THE COMMUNICATIONS AND TECHNOLOGY DEPARTMENT, ESTABLISHING THE QUALIFICATIONS AND DUTIES FOR SAID POSITION, AND REPEALING ORDINANCE NO. 21-65.

WHEREAS, it has been recommended by the Human Resources Committee that a job description for the position of Communications Specialist in the Communications and Technology Department be adopted.

NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF
THE CITY OF AVON LAKE, STATE OF OHIO:

Section No. 1: That the specifications, responsibilities, and duties applicable to the position of Communications Specialist in the Communications and Technology Department shall be as shown on the job description, a copy of which is attached hereto and made a part hereof.

Section No. 2: That Ordinance No. 21-65 is hereby repealed.

Section No. 3: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this Ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and any of its committees which resulted in such formal actions, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section No. 4: That this Ordinance shall be in full force and effect from and after the earliest period allowed by law.

PASSED: 1/23/2023

/s/ Martin E. O'Donnell

President of Council

POSTED: 1/27/2023

APPROVED: 1/24/2023

ATTEST: /s/ Valerie E. Rosmarin

Clerk of Council

/s/ Gregory J. Zilka

Mayor

CITY OF AVON LAKE

POSITION DESCRIPTION

Communications Specialist

Job Title:	Communications Specialist
Department:	Communications and Technology
Immediate Supervisor:	Communications and Technology Director
Positions supervised:	None
FLSA Status:	none (part time)
Bargaining Unit:	none
Civil Service Status:	Unclassified

JOB RESPONSIBILITIES

Working under the general direction of the Communications and Technology Director this employee will produce and distribute material for the Communications and Technology Department in both written and visually formats.

Specific duties include:

- Coordination and production of bi-weekly (or as established) podcast.
- Write, design, and produce a City newsletter (3 times per calendar year).
- Receive, prioritize, and design promotional slides.
- Determine, in concert with the Director, the appropriate venue for posting promotional items across various mediums including social media, community bulletin boards and/or the City website.
- Update and monitor City website as directed – including Council meeting schedules.
- Post weekly program/meeting schedules on the City's website for all applicable City Departments.
- Design print and electronic promotional materials as directed.
- Create fillable PDF forms as directed.

QUALIFICATIONS

Strong communication and writing skills; foundational knowledge of graphic design, layout, and visual production work.

College degree in all the following disciplines is preferred – Graphic Design, Visual Communications, Journalism, and/or a combination of 3-5 years-experience in these areas. Demonstrated proficiency in Adobe Photoshop, Illustrator, Acrobat, and InDesign. Ability to learn new programs and willingness to adapt to new media software. Work or technical experience may be substituted for college degree(s).

Ability to communicate effectively and diplomatically both orally and in written form(s); Ability to tailor communication style(s) to meet the audience including federal, state, and local entities; elected officials, community volunteers, City staff and public.

PHYSICAL REQUIREMENTS

Intermediate physical activity including lifting, bending, standing, reaching, etc. working conditions include loud, dusty environments and hazardous chemicals.

All applicants must pass a background screening, drug test, and possess a valid State of Ohio Driver's License.

Knowledge of:

- Office equipment, computers, and camera/editing equipment necessary for the job duties.
- Understanding of City services and delivery of services to the public.
- Writing skills, formats, editing, proofreading, and visual concepts.
- Ability to understand and adhere to deadlines as set by Director and/or their superiors.
- City of Avon Lake general office guidelines/protocols/procedures.

Salary range: As determined by Codified Ordinances.

Benefits: As determined by Codified Ordinances.