

TOWNSHIP OF MOON

JOB DESCRIPTION

DEPARTMENT: ADMINISTRATION

JOB TITLE: COMMUNICATIONS DIRECTOR

IMMEDIATE SUPERVISOR: DIRECTOR OF TECHNOLOGY & COMMUNICATIONS

REVISION DATE: JULY 1, 2022

POSITION SUMMARY

The Communications Director coordinates and executes the communications strategy for the Moon Township organization. This individual serves as the primary copywriter for the Township and strives to increase the visibility of Moon Township by communicating across a variety of mediums, including television, print, website and social media. The Township's primary audiences include current and potential residents, visitors, businesses and developers. Work is performed during regular business hours and involves some evening and weekend work as needed. The position is exempt under the Federal Fair Labor Standards Act.

ESSENTIAL FUNCTIONS

1. Coordinate all print and online communications for Moon Township.
2. Manage media relations for Moon Township.
3. Work with all Township departments to ensure that program and event information is communicated in a timely and consistent manner across all available outlets.
4. Update and monitor social media accounts.
5. Conduct interviews and present information on MCA-TV.
6. Assist with Township special event coordination.
7. Build relationships with community businesses and organizations and be proactive in ways to support Township events, initiatives and to enhance the image of the Township by uncovering new promotional opportunities.
8. Attend all Moon Township's public Board of Supervisors meetings to stay current on Township business.

WORK PERFORMED

1. Write and generate content for press releases, websites, newsletters, brochures and other informational materials for Moon Township.
2. Write, edit and coordinate distribution of Township publications, including a quarterly print newsletter, monthly e-newsletter and internal employee newsletter.
3. Provide communication related content updates to MCA-TV staff so that the Township website is kept current.
4. Prepare Proclamations and Certificates of Recognition to be presented by the Board of Supervisors at meetings and events.
5. Develop speeches or talking points for Township officials as requested for ribbon cuttings or other similar events.
6. Prepare content for and host a monthly Township news program on the MAG-TV channel.
7. Assist with and take a leading role in Moon Townships Branding and Marketing efforts.
8. Attend meeting with a variety of community groups to grow relationships and promote Moon Township.
9. Perform any other duties or functions as assigned.

REQUIRED TRAINING, EXPERIENCE AND SKILLS

1. Degree in public relations, journalism, communications or other related major.
2. 1-2 years of experience in public relations, journalism or related field.
3. Demonstrated writing experience.
4. Knowledge of Microsoft Office and general computer literacy.
5. Knowledge of graphic design concepts and the latest software.
6. Ability to effectively communicate orally, in writing and on camera to a variety of audiences.

7. Strong interpersonal skills.
8. Strong organizational skills.
9. Ability to manage multiple projects simultaneously.

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. Work is performed primarily in office settings, but some outdoor work in a variety of weather conditions is required. The employee is regularly required to talk or hear and is frequently required to sit; stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

ACKNOWLEDGMENT OF RECEIPT, ACCURACY AND COMPREHENSION:

The above job description reflects the general information deemed necessary to convey the primary functions of the job and shall not be construed as a detailed description of all the work requirements inherent to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Communications Director _____ Date _____

Immediate Supervisor _____ Date _____