



To: Mayor and City Council  
City Administrator Martig

From: Michelle Mahowald, Communications & Human Resources Director

Date: October 10, 2017

RE: full-time communications position

The City of Northfield currently employs a part-time Communications Specialist (.6 FTE, 24 hours per week).

The city received comments to the Community Survey, completed as part of the 2017 Strategic Planning process, of a desire for increased city communications. Staff proposed increasing the part-time position an additional 16 hours to a full-time benefitted position as part of the 2018 budget process.

Staff has updated a Communications Specialist job description to reflect the additional requirements and duties desired in a full-time position. The full-time position responsibilities will build upon the communications framework in place.

Qualifications for the position:

**MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS:**

Bachelor's degree in Communications, or related field. Advanced computer skills and 3+ years of communications, website design, customer service, or related experience; or, an equivalent combination of education and experience sufficient to successfully perform the duties listed above. Experience with Microsoft Office. Valid Driver's License.

**PREFERRED QUALIFICATIONS:**

Experience with Laserfiche, Adobe Acrobat Pro, Photoshop, Incode, Granicus, graphics, photography, videography. Spanish and English language fluency.

What is a full-time Communications Specialist:

- Responsible for coordinating, designing, writing, and implementing the production of professional digital, electronic and print publication and communication that educate and inform the public and staff of city policies, codes, and government events.

- Supports the overall communication functions for print, digital formats.
- Maintains city website functionality and social media platforms.
- Builds Laserfiche forms for internal and external use.
- Supports the overall communication effort of the City.

What the Communications Specialist is not:

- Public Information Officer (PIO). The City Administrator (PIO) may receive support from the Communications Specialist.
- Responsible for each department's communication effort. Departments are responsible for generating internal and external communication specific to their function.
- A communication spokesperson. City Administrator, Department Directors and Managers fill this responsibility.

The city is exploring a bi-annual or quarterly newsletter. The full-time Communications Specialist will be responsible for coordinating content, photography, and distribution.