

CITY OF CORAL SPRINGS Classification Description

CLASSIFICATION TITLE: Publications Coordinator
FUNCTIONAL AREA: Communications & Marketing Department

WORK OBJECTIVE:

Under general direction, the purpose of the job is to coordinate and implement publications, activities and materials e.g., brochures, magazines, signs, posters, mailers, flyers, banners. Employees in this job classification perform at professional staff level to research projects and initiatives from development and design to implementation and analysis of results. Work includes the development of new products and programs to promote City image and participation in special events and activities. Employee is responsible for maintaining active communication with various levels of departmental personnel and management, to keep departmental objectives clear and working toward attaining City goals and objectives.

ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Creates, develops and implements all aspects of the City magazine, e.g., content, editing, format, aesthetic appeal, distribution.
- Plans, develops and designs flyers and promotional materials for City programs and special events.
- Provides other departments with publications services support and recommendations; assists in the distribution of materials.
- Photographs and videos activities at City programs and special events City publications, the website, and the City TV Channel.
- Creates and develops various resources and promotional materials, e.g., newspaper advertisements, brochures, posters, signs, logos.
- Designs and develops high-profile City publications, to include the Annual Report.
- Organizes and catalogs City publications and photographs.
- Analyzes project results and evaluates product effectiveness to provide product and promotional recommendations to management.
- Assists in the development of new promotional ideas and materials.

Publications Coordinator

MINIMUM QUALIFICATIONS:

Education / Certifications / Experience –

Bachelor's Degree in Business, Marketing or related field; supplemented by two (2) to three (3) years responsible experience in the publication of marketing materials within a similar public organization; or an equivalent combination of education, training, and experience.

Knowledge, Skills, & Abilities –

Considerable knowledge of all functions relevant to the principals and techniques of communications, marketing and promotions activities.

Knowledge of business English and spelling.

Ability to understand, follow and coordinate written and oral instructions.

Ability to read, update and maintain various records and files.

Ability to access, operate and maintain various software applications.

Ability to clearly communicate information both verbally and in writing.

Ability to operate basic office equipment, e.g., computer terminals, printers, copy machines, telephone systems, facsimile machines.

Ability to operate various photography and videography equipment.

Ability to establish and maintain effective working relationships with departmental personnel, supervisors, marketing/communications vendors and the general public.

Ability to effectively supervise a staff comprised of part-time and/or high school students engaged in carrying out departmental functions.

Skill in the utilization of various specialized programs and software of web development, e.g., InDesign, Quark, Photoshop, PowerPoint, Dream Weaver, Acrobat, Final Cut Pro, Quicktime, Illustrator.

PHYSICAL REQUIREMENTS:

Tasks involve the intermittent performance of physically demanding work, typically involving some combination of reaching, bending, stooping, kneeling, or crouching, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

ENVIRONMENTAL REQUIREMENTS:

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors, e.g., dust, cleaning chemicals/fumes, mild temperature variations. Some tasks are performed in outdoor environments. Due to the nature and location of the work environment, tasks include potential for intermittent exposure to disagreeable elements, e.g., heat, humidity, inclement weather.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.