

CITY OF ARCADIA

COMMUNICATION AND ENGAGEMENT OFFICER

DEFINITION

Under general direction, perform a variety of professional and technical duties in support of Citywide marketing and promotion programs; will perform some video production duties to include simple recording and production for social media and website content; create, manage, and maintain consistency in branding and marketing across all communication platforms used by the City, including graphic design, social media, website content, promotional material, media placement, special projects, and departmental requests; develop and implement communication and marketing strategies for the City to maintain and further develop positive relations with the public and emphasize timely, accurate information to the public, media, and other stakeholders; coordinate and participate in advertisement for City functions and events; interact with the public, staff, elected officials, and stakeholders; perform other duties as assigned.

SUPERVISION EXERCISED

May exercise direct supervision over part time, temporary employees.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Represent the City's Public Information Officer in their absence.

Assist in development and implementation of both internal and external communication, marketing and branding strategies, media relations, and public outreach campaigns.

Develop and facilitate the implementation of a social media strategy for the City and its various departments; develop a consistent look, feel, voice, style, message, and brand for all City publications.

Create, implement, and maintain the City's web content strategy, including moderation of website users, which may include collaboration with other City departments.

Monitor and manage the content of the City's social media accounts to ensure relevant content is covered and that information is accurate, develop plans regarding frequency of the postings, and respond to comments and direct messages.

Develop strategies to continue focusing on transparency, language access, and engagement; collaborate with other City departments to share departmental mission, activities, and initiatives.

Manage media relations by cultivating positive relationships with media partners.

Lead, plan, design, produce, and implement communication plans that may include social media, videos, marketing plans, public relations, communications, outreach campaigns, and graphic design production in print and digital media including the use of design applications such as Adobe Creative Suite and Canva.

Plan and coordinate press conferences and other media engagements including pitching stories, writing speeches, and generating quotes; may serve as the main point of contact for calls related to press releases.

As needed, provide after-hours response for major incidents or developing issues, including press conference facilitation and media management. May serve as the acting Public Information Officer in the absence of the Deputy City Manager. Provide social media, photography, and community outreach support for select city events, which may occur outside typical work hours.

Participate in and support the City's Emergency Operations Center (EOC) related to public information and community outreach.

Will perform some video production work including simple filming, dubbing, and editing to communicate City messages and engaging content.

Plan and provide photography, filming, and community engagement activities at the City's special events, and for communications and marketing projects.

May serve as a community liaison and resource for residents, including resolution to community complaints, responding to requests for information, explain programs, policies, and procedures.

Research, develop, and recommend topics and programs, publications, and events.

Participate in the development and implementation of goals, objectives, policies, and priorities for assigned staff.

Provide internal staff training on the City's website, social media, and media management.

May direct, coordinate, and review the work of other staff members; meet with staff to identify and resolve problems; assign work activities and projects; monitor workflow; review and evaluate work products, methods, and procedures.

Participate in the development and administration of the applicable budget; forecast additional funds needed; direct the monitoring of and approve expenditures; recommend adjustments as necessary.

Provide staff assistance to the Deputy City Manager, City Manager, City Council, and various boards or commissions; develop agendas and prepare and present staff reports and other necessary correspondence.

Attend and participate in professional group meetings; stay abreast of new trends and innovations in the fields of marketing, communications, public engagement, and other relevant areas.

OTHER JOB RELATED DUTIES

Perform related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Federal and state laws, regulations, and procedures concerning marketing and public communications; research methods and sources of information related to marketing and communications; recent developments, current literature, and sources of information related to marketing and communication planning.

Principles and practices of marketing, public relations, public speaking, public engagement, community relations, mass communication media including traditional, emerging, digital, email, social media, and live-streaming formats.

Various software applications including Adobe Creative Suite, Microsoft Office Suite, Canva, and others.

Various social media platforms to include Instagram, X, Facebook, Nextdoor, YouTube, WeChat and others.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

Safe driving principles and practices.

Skills and Abilities:

Operate modern office equipment including computer equipment.

Operate a motor vehicle safely.

Develop and oversee communication, marketing, and public relations strategies and plans.

Showcase strong interpersonal and writing skills and ability to speak in public and make presentations.

Tell the City's story through different communication mediums.
Develop and implement highly effective community engagement plans.

Develop and implement organization-wide communications, marketing, and branding efforts.

Expertly manage and navigate social media platforms and show proficiency with website content and management.

Be creative with details and have strong project management skills.

May manage, direct and coordinate the work of personnel, including providing some supervision and training.

Interpret and apply Federal, State and local policies, procedures, laws and regulations related to marketing and communication.

Research, analyze, and evaluate new service delivery methods, procedures and techniques.

Prepare and administer budgets.

Prepare clear and concise administrative and financial reports.

Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Communicate clearly and concisely, both verbally and in writing.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Photography and video production skills are desirable.

Minimum Qualifications:

Any combination of education and/or experience that provides the required knowledge, skills, and abilities to perform the essential job duties of the position is qualifying. The incumbent will possess the most desirable combination of training, skills, and experience, as demonstrated in past and current employment history. A typical example includes:

Experience:

Three years of experience in marketing, branding, media relations, and five years of experience in utilizing social media and online engagement tools.

Training:

Equivalent to a Bachelor's degree in marketing, communications, journalism, or a closely related field from an accredited college or university.

License or Certificate:

Possession of, or ability to obtain, an appropriate, valid driver's license.

Special Requirements:

Essential duties require the following physical skills and work environment:

Ability to sit, stand, walk, kneel, stoop, twist, climb, and lift up to 50 pounds; ability to travel to different sites and locations; availability for flexible work schedule including evenings and weekends.

Effective Date: June 2023; December 2025