

Job Title:	Communications Coordinator
Department:	Communications/EDIT
Reports to:	Town Manager
FLSA Status:	Nonexempt
Salary:	\$32.07 hourly
Benefits:	Health, dental, vision, life, clothing allowance, and retirement benefits
Posting Date:	February 5, 2025
Expiration Date:	February 21, 2025

Job Summary:

The Communications Coordinator is responsible for the handling of all public and media relations and works to improve public perception of the Town of Clarksville. This includes developing promotional strategies for town projects, directing marketing and communication strategies, and ensuring that information released is consistent with strategy at large.

Essential Duties and Responsibilities and all other duties as assigned:

- Develop and manage a cohesive communication strategy for the Town of Clarksville that projects a positive image to the community
- Manage all media relations and Town media events (ribbon cuttings, news conferences, etc.)
- Manage all updates to the Town of Clarksville website
- Assist Town departments with community outreach and distribution of information.
- Promotion of town sponsored special events.
- Shoot and edit photos and videos for promotional use, as well as documenting Town events.
- Lead the planning and execution of public input meetings and information sessions.
- Develop content for design and produce the Town's quarterly magazine.
- Operate A/V system for live streaming of public meetings and update and maintain video archives.
- Create and distribute monthly email newsletters and public alerts as needed.
- Oversee operations of the Clarksville Arts Commission and the Clarksville Youth Council.
- Performs other related duties, as assigned by the Town Manager and the Town Council, to ensure an effective and efficient work environment.

Supervisory Responsibilities: This position does not have supervisory responsibilities

Qualifications, Education, and/or Experience:

- Bachelor's degree or advanced degree in Communications, Marketing, Journalism, or related field.
- Minimum of 5+ years of communications experience.
- Excellent written and verbal communication skills
- Awareness of and proficiency with communication technologies
- Experience in stakeholder/community engagement
- Ability to run PR campaigns that deliver measurable results and meet objectives
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, etc.)
- Proven experience with video production and editing
- Extensive knowledge of social media platforms, running paid campaigns, and analytics.
- Valid driver's license

Competencies:

- Adaptability
- Strong morals and ethics
- Organizational support
- Ability to maintain a high level of engagement and confidentiality

Physical Demands:

- Ability to sit or stand for extended periods of time

Work Environment:

- Environment: This job is conducted in both an enclosed office and in the field.
- Location: 2000 Broadway, Suite 206, Clarksville, IN 47129
- Hours: Monday through Friday 8:30 a.m. – 4:30 p.m.

Town of Clarksville is an Equal Opportunity Employer and a Drug-Free Workplace.

Applications can be obtained from our website at www.townofclarksville.com or through the Human Resources Department. The submission deadline is February 21, 2025, and should be submitted to the following address or email.

Amy Schoenbachler
Human Resources Director
Town of Clarksville
2000 Broadway, Suite 206
AmyS@townofclarksville.com