

**TOWN OF BERWYN HEIGHTS
POSITION DESCRIPTION**

TITLE: Public Information Aide
DEPARTMENT: Administration
REPORTS TO: Town Manager

PAY GRADE: B
STATUS: Non-exempt
REVISION DATE: October 2018

PURPOSE OF POSITION:

The purpose of this position is to publicize the Town of Berwyn Heights, its events and activities to its residents and others in order to fully inform the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

1. Assist with the production of Town Bulletin with attention to detail related to content, layout, photography, graphic design, to meet established deadlines.
2. Maintains Bulletin editorial calendar including aligning future content with topics and special events, reoccurring events, etc.
3. Maintain a routine review of the content on the Town of Berwyn Heights web page and social media platforms (Twitter and Facebook). All new content must be reviewed and approved by the Town Manager.
4. Generate, edit, publish and share social media content that builds meaningful connections and builds community.
5. Collaborate with other departments to manage reputation, identify key players and coordinate actions.
6. Assist with planning, organizing, and documenting special events sponsored by Town.
7. May serve as point of contact representing the Administration Department and the Town to the public in person and on the telephone.
8. Assists with administrative and clerical tasks related to the Administration Department.
9. Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

College degree (preferred) or equivalent plus two (2) years' previous public information/communication, experience with customer service, preferable. An equivalent combination of education and experience may be substituted. Must have intermediate knowledge of computer use, including advance knowledge of MS Word, Excel and Outlook software.

KNOWLEDGE, SKILLS AND ABILITIES:

- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Demonstrable social networking experience and social analytics tools knowledge.
- Adequate knowledge of web design.

- Knowledge of online marketing and good understanding of major marketing channels.
- Positive attitude, detail and customer oriented with good multitasking and organizational ability.
- Excellent typing, data entry and personal computer skills.
- Ability to develop newsletters, brochures, and other information
- Good oral and written communication skills.
- Composition and proofreading skills.
- Knowledge of business English, spelling and arithmetic.
- Knowledge of use and editing in various Social Media platforms, such Twitter etc.
- Ability to keep office records and to prepare and maintain accurate reports from file sources.
- Ability to perform and organize work independently.
- Ability to prepare effective correspondence on routine matters and to perform routine office management details without referral to supervisor.
- Ability to maintain effective working relationships with other employees and the public and to deal with public relations problems courteously and tactfully.
- General knowledge of current office practices and procedures and knowledge of the operation of standard office equipment and software.
- Ability to gather information from many different sources for newsletter articles and other public affairs information.
- Ability in evaluating the news value or communication potential of visual materials including photographs.
- Ability to understand and effectively carry out verbal and written instructions.
- Ability to communicate effectively with other members of the staff, supervisor, and the public in both written and verbal form.
- Ability to interact members of the public on routine matters (does not act as spokesperson for the Town.)
- Ability to maintain discretion regarding business-related files, reports and conversations, within the provision of open records law and other applicable State and Federal Statutes and Regulations.
- Organizational and time management skills needed to meet deadlines.
- Must have ability to work accurately with attention to detail.
- Ability to work the allocated hours of the position.
- Bilingual skills desirable.
- Familiarity with Town desirable.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects and some light work requiring the exertion of up to 25 pounds of force occasionally. Physical activities include stooping, pulling, lifting, reaching, fingering, grasping, and repetitive motions. Also includes the necessity to communicate effectively by talking, hearing/listening. Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.

WORK ENVIRONMENT:

Works in an office setting, in generally comfortable conditions.

In compliance with the Americans with Disabilities Act, the Town will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.