



CITY OF HYATTSVILLE

BILINGUAL COMMUNICATIONS SPECIALIST

Grade: 110 - FLSA: Non-Exempt Part Time and Benefit Eligible
Salary: \$19.83 – \$22.32 per hour (commensurate with experience)
Effective Date: December 1, 2019

NATURE OF WORK

The Part-Time Communications Specialist supports the City's marketing, communication, and customer service strategies across all digital and social media channels working 25 hours per week. This position will strive to increase public awareness of the City's programs and services. The Specialist is primarily responsible for assisting with the update of the City's website at hyattsville.org, social media and subscriber updates, and content for City newsletters. Additional duties include assisting communications staff with content planning and development, press event logistics, and community engagement.

Employees in this department have frequent contact with the public and answer a variety of questions requiring knowledge of City and departmental news, events and information. The ideal candidate will be a positive, team-oriented individual who can develop, produce, edit, and modify digital content and electronic communications quickly and accurately; who has excellent writing, editing, and proofreading skills; and who can manage multiple assignments simultaneously and be comfortable collaborating and taking feedback. Candidates must be willing to attend City events which may be held in the evenings or weekends. The daily activities of this position are coordinated by the Bilingual Communications and Outreach Coordinator with direct reporting to the Director of Communications and Legislative Services/City Clerk.

ESSENTIAL FUNCTIONS

- Provides support to the Communications Department as it relates to communicating the city's message to the public and the media through various communication channels;
- Social media support, including brainstorming and creating content, and scheduling posts for social media, monitoring partner accounts and sharing relevant content with followers;
- Attends city events to communicate during the event through social media channels and other methods;
- Drafting, updating, and editing web content on hyattsville.org;
- Assisting with logistics and informational materials for press events; ribbon cuttings, groundbreakings, and other media events;
- Supporting administrative tasks.

KNOWLEDGE, SKILLS AND ABILITIES

- Preferred candidate will have excellent verbal and writing skills in English and Spanish;
- Experience managing an organizational social media account, including oversight of social media analytics and scheduling tools (e.g., Facebook/Instagram Insights, Twitter Analytics, Hootsuite);
- Understanding of the best practices for social media marketing, plain language, and digital accessibility;
- Ability to manage multiple tasks simultaneously, prioritize work, solve problems, and meet deadlines;
- Competent with Adobe products, DSLR cameras, Microsoft Office programs, and basic internet applications. Advanced photography or graphic design skills will be considered a plus;
- Desire to learn about and/or previous work experience in local government (or similar public sector organization);
- Creative, collaborative, and flexible with an eye for detail.

WORK SCHEDULE

Hours are flexible depending on the workload and deadlines with a maximum of 25 hours per week. The ideal candidate should be detail-oriented and up to date on current website best practices and digital media developments. Work hours are typically between the business hours of 8:30 a.m. to 5:00 p.m., however this position will require evening hours and occasionally weekend hours.

MINIMUM QUALIFICATIONS

Education and Experience: Undergraduate or Associate degree in communications, marketing, journalism, public relations, or a related field is preferred. Graduate student or Undergraduate student who has completed at least two (2) years at an accredited college or university is also qualified. An equivalent combination of education and experience may be considered in lieu of a degree, or any acceptable equivalent combination of education, experience, and training that provides the required knowledge, skills, and abilities. Knowledge and experience with communications, social media, and media platforms are highly desired. **Applicants may be required to provide a bilingual writing sample to demonstrate writing skills.**

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work requires walking, standing, bending, carrying items under 20 pounds, such as books, files, papers, etc.

ADDITIONAL INFORMATION

Please note that this description is not intended to describe all the duties associated with this position and the City in its sole discretion reserves the right to modify the duties of the position.

HOW TO APPLY

All applicants must submit a City application, résumé, and cover letter to be considered.

The City of Hyattsville is an Equal Opportunity Employer without regard to race, color, religion, national origin, sex, ancestry, marital status, age, sexual orientation, disability, political or union affiliation. Applications may be picked up at the Hyattsville City Administrative Office, 4310 Gallatin Street, Hyattsville, MD, at the 3rd floor reception area, Monday thru Friday, 8:30 a.m. to 5:00 p.m. The application is also available for download at www.hyattsville.org. Questions on this vacancy may be directed to Vivian Snellman at 301-985-5043 or Cindy Canfield at 240-487-1706.

Position will remain open until filled. Initial Review of applications is scheduled for December 6, 2019.

Last Approved by HR DEPARTMENT on 11/19/19
