



Job Description

Position Title:	Community Relations Specialist
Reports to:	Assistant Village Administrator
FLSA Status:	Non-Exempt
Status:	Regular Full-Time
Grade:	V
Hours of Work:	Flexible dayshift office hours with occasional scheduled evening and weekend work for special events.

Statement of Duties

Under the direction of the Assistant Village Administrator, this position performs a variety of administrative and professional support functions for the Community Relations department. The work includes supporting communications, marketing and special events.

Supervision

The supervisor provides additional, specific instruction for new, difficult, or unusual assignments, including suggested work methods. Unusual situations are referred to the supervisor for further instruction. Reviews and checks of the employee's work are applied to an extent sufficient to keep the supervisor aware of progress, and to ensure that completed work and methods used are technically accurate and that instructions are being followed.

Employee does not have any supervisory responsibilities. Employee may be directed by supervisor to provide direction and support to seasonal employees.

Job Environment

Numerous standardized practices, procedures, or general instructions govern the work and, in some cases, may require additional interpretation. Employee uses judgment to locate, select, and apply the most pertinent practice, procedure, regulation, or guideline to use in a given situation. The sequence of work and/or the procedures followed vary according to the nature of the transaction and/or the information involved, or sought, in a particular situation.

Errors could result in adverse public relations, a delay or loss of service, monetary loss, and/or legal repercussions.

The position has frequent contact with the public in person, through electronic communication, and on the phone. Other contacts are with business owners, residents, other Village departments, and other government agencies to give or receive information and assistance, and coordinate work.

Position Functions

The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.

Primary Essential Functions

1. Supports Community Relations with administrative tasks, public information campaigns, marketing, research, proofing, creating/posting/publishing content, monitoring social media and event coordination.
2. Develops content for Village media channels, including but not limited to graphic design, layout and composition for the Village websites, social media, newsletters and other communication tools.
3. Attends and represents the Village in a variety of forums and at community events or with organizations, prioritizing those events that further the Village's mission and strategic goals.
4. Oversees Venue 1012 rental agreements and Special Event Permitting process for those rentals, including receipt of permit materials, circulating permit information as needed for input from other departments, seeking follow-up information where necessary, and preparing permit for Village Administrator approval.
5. Supports and/or oversees event operations and sponsorship contracts as assigned.
6. Assists with the maintenance and management of the Village websites. Coordinates updates and content with staff from various departments.
7. Evaluates and makes recommendations on the effectiveness of communication tools and events, utilizing analytics.
8. Responds to inquiries and requests from the public; provides information and assistance to outside agencies as requested.

9. Provides communication and marketing support and knowledge of best practices to all village departments regarding branding, website use, social media, presentations, and other published materials.

10. Performs other duties as requested or assigned.

Physical and Mental Requirements

Employee works in a general office environment and occasionally works outdoors at events as required. Employee may occasionally face mental stress, such as completing several unrelated tasks within a relatively short period of time. Employee is required to stand, walk, sit, talk, listen, and use hands while performing duties. During events, employee may be required to stand, walk, talk, listen and use hands for an extended duration of time. Normal vision is required for this position. Employee may regularly be required to lift objects up to 10 lbs. and occasionally lifts up to 30 lbs. Equipment operated includes office machines and computers.

Education and Experience

A candidate for this position should have a bachelor's degree with one to three (1-3) years of events or communication experience, or any equivalent combination of related education and experience.

Required Certifications

- Valid Illinois driver's license

Key Knowledge and Skills

Knowledge of:

- Municipal operations
- Public relations concepts
- Marketing concepts and principles
- Special event planning and coordination
- Budget management and expense tracking

Skill in:

- Communication, customer service and interacting tactfully with the public and co-workers
- Use of computer software programs and office applications (such as Microsoft 365, Munis, Canva, Adobe Creative Suite, social media and other online publishing platforms)
- Writing and grammar
- Social media and website editing
- Attention to detail