

Title: Communications Officer
PG: 49
Status: Civil Service
Position Reports to: Marketing Manager
Department: Communications

Class Code: 2064
Date: 09/08

GENERAL DESCRIPTION OF CLASS:

Leads the creative team in the creation and production of high-impact graphic designs to support a wide variety of marketing and communications needs. Work involves highly skilled, technical computer applications in the planning, design, development, and production of all mass communications materials.

ESSENTIAL FUNCTIONS:

1. Develops and/or oversees the production of advertising campaigns, logos, brochures, newspaper ads, employee newsletters, bulletins, annual reports, bill stuffers and promotional items using computer hardware and software.
2. Writes job specifications according to what is budgeted and designed. Must follow guidelines for proper bidding procedures in accordance with City Purchasing standards and regulations.
3. Directs and coordinates art work and photography for all printed materials, whether in-house or contractual.
4. Keeps current on the most up-to-date developments in print production techniques and software advances so creative department operates in an efficient manner.
5. Develops and implements integrated communications plans for employees and customers that drive centralized consistent messages through print, electronic and other effective channels.
6. Assists various City Departments in developing education and marketing campaigns.
7. Acts as design point of contact for City of Lakeland when partnering with internal departments or outside local groups on advertising/marketing projects.
8. Updates and maintains City of Lakeland and Lakeland Electric website.
9. Actively involved in developing and updating Intranet site.
10. Assesses and responds to City of Lakeland communication needs. Creates and/or oversees the creation of various multi-media presentations as appropriate.
11. Drafts, finalizes and oversees all print media specifications used by outside printing companies and local media.
12. Collaborates with members of other City of Lakeland Departments to plan and organize City sponsored events.
13. Initiates, reviews and awards product and service bids for the Communications Department and various City departments (Ensures that bid award process is consistent with City purchasing procedures).
14. Leads multiple projects simultaneously and track projects with varying deadlines.
15. Assist in forecasting and planning of Communications Department budget.
16. Evaluate layout and design projects delegated to Marketing Assistant and provide appropriate developmental feedback when necessary.
17. Negotiates pricing with vendors on printing and promotional items.
18. Assists video production by producing 3D graphics suitable for broadcast use.
19. Coordinates contractual artwork and photo shoots.
20. Sits on various committees for City departments.

ADDITIONAL RESPONSIBILITIES:

1. Performs related work as required.

KNOWLEDGE, SKILLS & ABILITIES:

1. Ability to utilize creative talent, skills and experience to effectively solve a range of client design needs, keeping current with trends in commercial design.

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2. Extensive knowledge of various graphic production and printing applications, file formats and interfaces for all applications and platforms.
3. Thorough knowledge of effective promotional and public relations activities, journalistic techniques and media communications.
4. Knowledge of how to mailing sized, discounts, etc., for planning, conception, and designing business reply bulk rate correspondence.
5. Ability to communicate effectively, both orally and in writing.
6. Ability to analyze problems and exercise sound professional judgment.
7. Ability to establish and maintain necessary administrative records and controls, and to prepare periodic reports.
8. Ability to establish and maintain effective working relationships with all levels of management, co-workers, other city employees and the general public.

WORKING ENVIRONMENT/CONDITIONS:

Requires sedentary work that involves walking or standing some of the time, exerting up to 10 pounds of force on a recurring basis, and routine keyboard operations.
The job risks exposure to no significant environmental hazards.
The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):

1. Graduation from an accredited four (4) year college or university with a degree in advertising, communications, marketing or business.
2. Four (4) years of experience in an advertising agency environment.
3. Experience with wide array of MAC based graphic programs, multi-media and presentation software such as PageMaker, QuarkXpress, PhotoShop, Illustrator, Image Ready, Acrobat, MS Word, Outlook and PowerPoint.
4. Working knowledge of the PC is a plus.
5. An equivalent combination of education and experience that is determined to be directly related to the foregoing specific requirements may be substituted.

SPECIAL REQUIREMENTS:

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid home telephone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.