

**City of Dunedin, Florida**  
Class Description

**JOB TITLE: Senior Communications Specialist**  
**Communications Department**

**GENERAL STATEMENT OF JOB**

The Senior Communications Specialist supports the Director of Communications as the lead social media content strategist on the Communications team. The position is responsible for creating social media campaigns and the day-to-day management of the City's social media properties. The Senior Communications Specialist collaborates with members of the Communications staff and City content creators to manage and align campaigns and digital, social and video messages with the City's brand and communications goals. The Senior Communications Specialist reports to the Director of Communications.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

*The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.*

Develops strategic marketing communications plans in collaboration with City Department and Division heads to inform and educate the public about the City of Dunedin.

Develops and leads the social media content plans that are consistent with the City's brand identity and support City and Department communications goals.

Creates consistent, relevant and creative content on all social media platforms, including writing and editing social media posts to improve public engagement and City brand awareness.

Coordinates and oversees social media content and calendar planning with Communications staff and content creators for quality, consistency and effective scheduling.

Produces and oversees a high volume of daily social media posts.

Communicates with social media followers, including responding to queries in a timely manner.

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Using analytical tools such as Google Analytics to monitor and evaluate the company's social media presence and performance.

Prepares weekly and monthly reports on social media marketing efforts.

Suggests recommendations to adjust the social media marketing strategy for optimal results.

Stays up to date on best practices and emerging trends in social media.

Stays up-to-date on digital/social community outreach/citizen engagement tools.

Assists with Emergency Communications and Public Information as directed; acts as the back-up to Communications Director if the Emergency Operations Center (EOC) is activated.

Attends meetings of the City Commission, civic groups, Boards & Committees, and additional meetings as requested.

Assists with video production, the City's Website, and photographs City events and/or meetings as needed.

Assists with graphic design requests needed for digital platforms.

**ADDITIONAL JOB FUNCTIONS**

Assists in social media platform monitoring and messaging responding to comments/questions from the public. Measure social/digital engagement through metrics/analytics. Performs other related duties as required.

**MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in journalism, marketing, public relations, public administration, communications or a related field, with at least three (3) years of verifiable work experience in communications, public relations, social media, marketing or related field. Similar work experience in a municipal government setting with a general knowledge of the Sunshine Law and Public Records in Florida is preferred.

An equivalent combination of education, training, and experience will be considered.

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**SPECIAL REQUIREMENTS**

Public Information Officer training and certification is required, or must be able to obtain within the first year of employment.

Requires a valid Florida driver's license.

This position is Category B for the purposes of Dunedin Emergency Management. The incumbent may be required to remain onsite/ available as scheduled during times of emergency as declared by the City/County Commission or City Manager, or report for duty immediately following an emergency event.

**PERFORMANCE INDICATORS**

**Knowledge of Job:** Has thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential duties of the Public Information Coordinator. Possesses considerable knowledge of the methods, principles, and practices of journalistic writing and editing as applied to public relations and promotion of municipal activities. Must possess a working knowledge of digital photography, layout, public speaking, graphic design, video production, social media and editing. Ability to deal with public relations problems effectively, courteously, and tactfully. Is able to communicate clearly, concisely, and accurately through verbal, written and visual presentation.

Team leadership and organizational skills; ability to communicate clearly and concisely; demonstrated proficiency with writing and editing digital/social media. Ability to follow written and verbal direction, and demonstrate excellent customer service skills. Is able to maintain confidentiality as required. Has the ability to plan, organize and prioritize daily assignments and work activities. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

**PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to comprehend, interpret and apply, regulations, procedures and related information to properly disseminate data. Is able to compile, assemble, copy, record and/or transcribe data and/or information as needed according to effectively communicate with internal and external stakeholders.

**Human Interaction:** Requires the ability to exchange information for the purpose

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of obtaining information or clarifying details. Has the ability to maintain effective working relationships with staff, including department heads/division directors, elected officials as well as other employees, community leaders and the general public. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the City and the department. Is able to offer assistance to fellow employees as necessary.

**Equipment, Machinery, Tools and Materials Utilization:** Requires the ability to use, operate and/or handle equipment such as a computer, copier, fax machine, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned duties.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

**Verbal Aptitude:** Requires the ability to use a variety of reference and descriptive data and information. Has considerable knowledge of proper English usage, vocabulary, punctuation and spelling, English grammar and composition. Must be able to speak, write and understand English.

**Functional Reasoning:** Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to read and interpret various materials pertaining to the responsibilities of the job.

**Situational Reasoning:** Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

## **ADA COMPLIANCE**

**Physical Ability:** Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

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**Sensory Requirements:** Tasks require visual and auditory perception and discrimination as well as oral communications ability.

**Environmental Factors:** Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive VDT exposure.

*The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

  
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Director of Communications

9/28/2023  
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Date