

# Department of Community Relations

## Job Descriptions

**JOB TITLE:** Communications Director

**GENERAL STATEMENT OF JOB:**

Under administrative direction, plans, directs and supervises the various functions of the Communications Department to promote the City of Dunedin and keep residents, the media and the general public informed about events in the City. Coordinates and oversees all production aspects for operation of the City's Public Television station, City of Dunedin website, social media and Emergency Notification Services. This position is responsible for the strategic planning of the television channel, media operations, programming, website management, equipment acquisitions, social media, public relations, as well as the production of City website, video and multimedia projects. Reports to the City Manager.

**JOB TITLE:** Public Information Coordinator

**GENERAL STATEMENT OF JOB**

Under general supervision, coordinates public information and assists with community outreach via print, email, web, apps, and social media and online engagement tools. Attends and participates in meetings with City officials, boards, business, neighborhoods, and community groups, and the general public for the purpose of disseminating and gathering information regarding existing or proposed City and community services or activities, programs and/or projects. The Public Information Coordinator reports to the Community Relations Director.

**JOB TITLE:** Multimedia Specialist

**GENERAL STATEMENT OF JOB**

Under general supervision, creates and maintains all modules, images, functionality and connectivity of the City of Dunedin website; troubleshoots issues and enhances user experience. Reports to the Communications Director.

**JOB TITLE: TV Production Specialist**

**GENERAL STATEMENT OF JOB**

Under general supervision, creates content for the City of Dunedin's Government Access Cable Television Channel, Dunedin TV. Schedules and maintains programming and equipment for Dunedin TV. Produces segments for Spotlight on Dunedin, Public Service Announcements, social media and the City of Dunedin website. Directs live televised meetings, schedules interviews and updates bulletin board for DTV. Responsible for planning, coordinating, directing, and producing television programs. Oversees interns and part-time contractors, performs related work as directed. Reports to the Communications Director.