

POSITION TITLE: Sr. Coordinator, Communications (Full-Time Regular) (Classified)

DEPARTMENT: Recreation

LOCATION: 215 OFFICE BLDG

BENEFIT CATEGORY: Classified (Non-CBU) [View Classifications & Benefits](#)

EMPLOYMENT TYPE: Full-Time Regular

ANNUAL SALARY RANGE: \$44,176 to 66,264 (Salaries are paid biweekly)

SELECTION PROCESS: Application deadline is December 10, 2019

You will receive an email acknowledgment when you have successfully submitted an application. Your completed application will be forwarded to the hiring manager. You will be notified if you are selected for further testing or interviews. Please keep your contact information up-to-date. The status of your application will be updated in your applicant profile. **Post-offer background check and drug test within 48 hours required.**

Located against the foothills of the Rocky Mountains and home to Colorado State University (CSU), the City of Fort Collins offers a diverse culture, educated and engaged citizens, outdoor recreation, bicycles, breweries, historic charm, and a thriving economy. Throughout the year, live music and entertainment, as well as great local dining, can be found throughout the historic downtown area. Fort Collins offers the convenience of a small town with all the amenities of a larger city.

The City's long list of acknowledgements includes:

- No. 8 Top 25 Best-Performing Large Cities (Yahoo Finance 2016)
- "Top Ten Websites" Best of The Web Awards (Center for Digital Government – September 2016)
- Top 10 Healthiest Cities" (Livability.com - April 2015)
- No. 13 "Best Place to Live" (Livability.com - September 2015)
- No. 9, and "One of the Top 10 Best Places to Retire" (CBS Money Watch - February 2012)

Why Work For the City of Fort Collins?

- Medical, dental, vision (for self, spouse, children) – eligible on the 1st of the month following date of hire
- Paid vacation, paid holidays, and sick days
- Retirement + company matching – after 6 month probation period and immediate vesting
- Flexible spending: Medical expenses FSA, dependent FSA or both
- Employee Assistance Program: counselling, legal, financial assistance
- Life insurance, short-term and long term disability
- Wellness program, workout facilities
- Employee/family Onsite Health Clinic
- Personal & professional learning opportunities including supervisory and leadership development; plus career mobility

- Collaborative work environment
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SUMMARY: Provides communications and marketing support for a variety of Recreation, Parks, and Park Planning and Development projects and programs. Designs, develops and implements specific marketing and communications strategies (e.g., print, broadcast, digital) to advertise and promote programs and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The following duties and responsibilities are illustrative of the primary functions of this position and are not intended to be all-inclusive.

- Assists in the development of public relations and marketing plans to advertise, promote events and programs, gather community feedback and support overall brand identity
- Assists in conducting sponsorship and sales activities relating to Recreation publications and special events
- Provides research, writing and editing support for news releases, feature stories, advertising copy, newsletters, web pages, brochures and official letters
- Creates and manages content for website and social media channels
- Creates and produces a wide variety of projects and publications using electronic software, including posters, fliers, brochures, newsletters, invitations, calendars, ads, etc.
- Coordinates the timely completion and distribution of e-newsletters, postcards, posters, press releases, etc
- Responds to community inquiries, via telephone, social media, and email
- Coordinates the content and distribution of information to the media and/or the general public through a variety of channels
- Maintains a detailed database of marketing expenses and monitors accounts with various media and contractors
- Executes approved advertising plans, ensuring ads are designed and placed appropriately, on-time and within budget
- Coordinates projects with external vendors, specifically with graphic design services, as well as copy shops and printers
- Assists communications team with event planning, outreach and execution.
- Develops and manages surveys and other online feedback tools
- Develops and coordinates multimedia packages (e.g., letters, brochures, video, point-of-purchase displays)

SUPERVISORY RESPONSIBILITIES: This job has no supervisory responsibilities.

QUALIFICATIONS: The requirements listed below are representative of the knowledge, skills and abilities required to perform the necessary functions of this position.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent verbal and written communication skills.
- Ability to research, write and edit information for use in news releases, feature stories, advertising copy, newsletters, websites, and brochures.
- Proficiency with Microsoft Office and Content Management Systems.
- Working knowledge of Adobe Creative Cloud software including Photoshop, InDesign and Illustrator.
- Working knowledge of social media administration throughout various social platforms including Facebook, Twitter, Instagram and NextDoor.
- Ability to coordinate projects with external vendors, including copy shops and printers.
- Ability to conceptualize and analyze solutions for public information assignments.
- Ability to compose layouts, selecting art and photographs, and writing headlines.
- Knowledge and experience writing and proofreading written materials in AP Style.
- Knowledge and experience in event planning and outreach preferred.
- Ability to handle multiple work assignments and meet strict deadlines.
- Ability to make effective written and oral sales presentations.
- Ability to work cooperatively with supervisors, co-workers and outside vendors and contractors in completion of projects.

- Adobe Premiere knowledge preferred.

EDUCATION and EXPERIENCE: Bachelor's degree in communications, marketing, public relations, or related field from an accredited college or university; minimum of three years of related experience; or equivalent combination of education and experience.

LANGUAGE SKILLS: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY: Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS: None required. A writing sample will be required.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee frequently is required to stand, walk, reach with hands and arms, and talk or hear. The employee is occasionally required to stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and color vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions and otherwise performs duties in a normal office environment. The noise level in the work environment is usually moderate.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

The City of Fort Collins will make reasonable accommodations for access to City services, programs and activities and will make special communication arrangements for persons with disabilities. Please call (970) 221-6535 for assistance.

The City of Fort Collins is an Equal Opportunity Employer. Applicants are considered for positions for which they have applied without regard to race, religion, gender, age (40 years or older), national origin, color, creed, ancestry, marital status, sexual orientation, or other characteristics protected by law.

BACKGROUND CHECK AND DRUG TEST REQUIRED.

Note: Some information in your application may be public information under the Colorado Open Records Act.

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Notice Regarding Medical and/or Recreational Marijuana Use: Because the possession and use of marijuana, whether for medical use or otherwise, constitutes a federal offense and because the City is a drug free workplace, the City will not accommodate the medical use of marijuana and enforces written policy prohibiting working for the City while marijuana is in the body. The fact that state law recognizes medical marijuana as a prescribed, or otherwise permitted, medication does not alter or otherwise change this policy. The City of Fort Collins is an Equal Opportunity Employer. Applicants are considered for positions for which they have applied without regard to gender (regardless of gender identity or gender expression), race, color, religion, creed, national origin, ancestry, age 40 years or older, marital status, disability, sexual orientation, genetic information, pregnancy or other characteristics protected by law. For the purpose of this City policy "sexual orientation" means a person's actual or perceived orientation toward

heterosexuality, homosexuality, bisexuality.

BACKGROUND CHECK AND DRUG TEST REQUIRED WITHIN 48 HOURS OF OFFER.

Note: Some information in your application may be public information under the Colorado Open Records Act.