

SPECIAL EVENTS COMMUNICATIONS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The incumbent utilizes their experience in communications, social media, community engagement, website maintenance and marketing to develop and manage marketing campaigns that provide information, with a clear vision, to the community regarding the Office of Cultural Affairs' events, as well as external departments within the City of Albany, as needed. The work is performed with the support of and done under the general direction of the Director with leeway allowed for the use of independent judgment, while following prescribed policies and procedures. The incumbent also acts as the spokesperson for the department and serves as the media contact person.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Coordinates the development and distribution of information to the community regarding the Cultural Affairs Office's activities, events and programs, as well as for external departments within the City, as needed, via print and digital advertising, website, social media posts, general announcements, media statements, press releases, etc.;
- Handles media relations – providing prompt responses to press inquiries and image requests;
- Creates, deploys, maintains and measures innovative marketing and communications campaigns over various social media platforms to generate audience interest in Cultural Affairs' events and external departments, as needed;
- Develops new, long-term marketing strategies to increase following, engagement and online presence across social media platforms;
- Utilizes public relations, marketing, social media, networking and advertising to increase awareness of City of Albany events and information;
- Demonstrates effective project management, often across multiple overlapping promotional calendars;
- Adheres and maintains annual marketing budget;
- Plans, develops and coordinates promotional materials for special events and ceremonies, as well as for the associated advertising/marketing materials;
- Manages production coordination (writes, reviews, designs and edits) for all printed (posters, brochures, flyers, invitations, banners, signage etc.) and digital marketing materials;
- Solicits media sponsorship (radio, print, television) for all events;
- Coordinates with web developers and/or maintains regular updates to Office of Cultural Affairs' website to update content and ensure overall site consistency and accuracy;
- Maintains and manages ongoing production calendar for all graphics/communications projects;
- Coordinates all aspects of (writes, edits and distributes) Cultural Affairs' press conferences;
- Maintains and coordinates media relations (TV, print and radio) by scheduling and preparing press/news releases and conferences;

- Assists on site at events (social media posts, media placement, special ceremonies, writes stage remarks);
- Maintains current media lists;
- Prepares various reports on campaign effectiveness, when needed;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Self-motivated with the ability to consistently lead projects and meet project deadlines, in a fast paced, production driven environment;
- Ability to work in high-pressure situations;
- Thorough knowledge of principles and practices of public relations;
- Thorough knowledge of the programs, policies and procedures of special events;
- Good knowledge of the principles of journalism as applied to public relations;
- Good knowledge of methods of producing, publishing and distributing printed information;
- Working knowledge of the basic concepts and terms used in printing layout and design;
- Working knowledge of technical live production and equipment;
- Working knowledge of social media via various social media platforms;
- Working knowledge of social management tools to provide metrics
- Skill in preparing material for publication and/or presentation;
- Skill in public speaking techniques;
- Ability to communicate effectively both orally and in writing;
- Ability to express oneself clearly and concisely;
- Ability to direct the work of personnel assigned to various projects;
- Ability to establish and maintain effective working relationships;
- Ability to operate a personal computer as well as the various software used to achieve the City's Office of Cultural Affairs' PR goals and objectives;
- Outgoing personality;
- Willingness to work outside in all types of weather and conditions;
- Tact;
- Courtesy;
- Resourcefulness;
- Good judgment;
- Initiative;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees

with a Bachelor's Degree and two (2) years of fulltime paid experience in public relations, marketing, journalism, communications, or events office; OR

B. Graduation from a regionally accredited or New York State registered college or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree and four (4) years fulltime paid experience in public relations, journalism communications or events office; OR

C. Any equivalent combination of training and experience as defined between the limits of A and B above.

SPECIAL REQUIREMENT:

A valid NYS Driver's License is required at the time of appointment and for the duration of employment.

NOTE: Position will be required to work evenings, Saturdays, Sundays, and holidays