

Request For Board Action

REFERRED TO BOARD: June 14, 2021

AGENDA ITEM NO: 11

ORIGINATING DEPARTMENT: Administration

SUBJECT: Approval of a Resolution Creating the Position of Communications Specialist

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

In order to improve communications between the Village and its businesses and residents it was recommended by the Village marketing consultant, All Together Group, to hire a full-time communications specialist. This position will be responsible for writing and editing content related to Village services, posting to social media accounts, and other means of communicating and engaging with residents and businesses in Antioch. More detailed job functions may be reviewed in the job description included in the packet.

DOCUMENTS ATTACHED:

1. Resolution
2. Job Description

RECOMMENDED MOTION:

Move to Approval of a Resolution Authorizing creating the position of Communications Specialist

RESOLUTION NO. 21-__

A RESOLUTION CREATING THE POSITION OF COMMUNICATIONS SPECIALIST

WHEREAS, the Village of Antioch (the “Village”) is an Illinois non-home rule municipality organized and operating under the Illinois Municipal Code (65 ILCS 5/1, et seq.) (the “Code”); and

WHEREAS, the Village Mayor (the “Mayor”) and the Village Board of Trustees (the “Village Board”, and together with the Mayor, the “Corporate Authorities”) are committed to the efficient operation of government; and

WHEREAS, the Village wishes to create the position of “Communications Specialist” to support the communication and engagement between the Village and its residents and businesses; and

WHEREAS, the Village wishes to hire a full-time employee to the position of Communications Specialist who shall have the duties and qualifications set forth in the job description (the “Job Description”) attached hereto as Exhibit A; and

WHEREAS, the Corporate Authorities have determined that it is in the best interests of the Village to create the position of Communications Specialist;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Board of Trustees of the Village of Antioch, Lake County, Illinois, as follows:

Section 1. The position of Communications Specialist is hereby created by the Village. The individual hired to fill the position of Communications Specialist shall have the duties and qualifications set forth in the Job Description.

Section 2. Any resolution or portion of any resolution in conflict with any provisions of this Resolution is hereby repealed solely to the extent of such conflict.

Section 3. This Resolution shall be in full force and effect after passage as provided by law.

APPROVED this __ day of _____, 2021.

SCOTT J. GARTNER, MAYOR

ATTEST:

LORI K. ROMINE, VILLAGE CLERK

EXHIBIT A

JOB DESCRIPTION

Communications Specialist

Date of Last Revision: May, 2021

	DEPARTMENT	Administration		
	REPORTS TO	Village Administrator or Designee		
	FLSA STATUS	Exempt; Salaried		
	POSITION TYPE	Full-Time	PAY GRADE	

POSITION OVERVIEW

Under the general direction of the Village Administrator, the Communications Specialist supports the Village of Antioch by supporting the internal and external communications strategy, writing and editing content regarding Antioch government services, news, and information primarily for e-newsletters and digital media to include Facebook, Linked-In, and other related communications media. The Communications Specialist is committed to communicating and engaging with Antioch residents and businesses and will regularly interact with leaders within Antioch, ranging from elected officials to staff across departments and divisions.

- ESSENTIAL JOB FUNCTIONS**
- Collaborate with internal staff to implement and effectuate the strategic marketing and communication plan to include media outreach and social media content creation as well as derive important and/or interesting information and communicate appropriately and with discretion.
 - Assist in developing and implementing policies related to social media use and communications.
 - Write, edit, and integrate messaging and information across all communication platforms, including publications such as the quarterly Connections magazine, press releases, website content, and other social media.
 - Utilizes communications platform/email content management system for development and delivery of e-newsletters.
 - Monitors and interprets analytics and develops strategies and tactics to more effectively deliver messages.
 - Plan and execute video productions;
 - Prepare and manage the communication budget.
 - Foster relationships with advocates and key persons.
 - Perform “damage control” when needed.

- ADDITIONAL JOB FUNCTIONS**
- Maintain safe working conditions and report any incidence which might conflict with the compliance of Village safety procedures and policies.
 - Other duties and projects as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES
For successful performance in this position, the incumbent will need to demonstrate the following:

KNOWLEDGE of:

- Desktop publishing software (InDesign/Photoshop).
- Social media and the best ways to utilize each platform.

SKILLS *in*:

- Thinking critically and using creative ways to solve problems.
- Prioritizing work and exercising independent judgment, wisdom, and common sense within established procedures, guidelines and rules.
- Record keeping/file maintenance, analytical, and prioritization.
- Time management, organizational, and multi-tasking.
- Interpersonal, verbal, and written communication for interaction with elected and appointed officials, employees, agencies, other governmental units, and the public.
- Negotiating, public speaking, and conflict resolution.
- Use of common computer applications, including proficiency in word processing, content management systems, and social media platforms.

ABILITY *to*:

- Write press releases, e-newsletters, fliers and brochures, update website content, as well as manage social media; accurately proofread and edit documents for correct grammar, spelling, sentence structure, punctuation, tone, and content.
- Video record and edit and use photography for social platforms.
- Develop work methods and procedures with initiative and good judgment and to use resourcefulness and tact in meeting new challenges.
- Analyze situations quickly and objectively and to determine proper course of action.
- Handle confidential material and information in an ethical, professional manner.
- Maintain a positive working relationship with staff at all levels, including senior management and elected officials.
- Work effectively under deadlines and meet those deadlines.
- Work in a wide variety of situations, some stressful and emotional.
- Function in a sometimes fast and ambiguous environment.
- Demonstrate good customer service skills with the ability to problem solve complaints.
- Utilize conflict resolution and negotiation skills.

MINIMUM POSITION REQUIREMENTS

EDUCATION AND EXPERIENCE

- Minimum of two (2) years' experience in communications strategy development.
- Minimum of one (1) year experience in content writing for all media platforms.
- Proven social media and networking expertise.
- Certification as a Public Relations Society of America (PRSA), International Association of Business Communicators (IABC) or similar professional organization is a plus.
- Experience in government/public sector is preferred.
- Bachelor's degree in a related field is preferred.

LICENSES AND CERTIFICATIONS

- A valid Illinois driver's license.

ENVIRONMENTAL AND PHYSICAL DEMANDS

ENVIRONMENTAL DEMANDS including:

- Work in an office environment with light to moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

PHYSICAL DEMANDS including:

- Sedentary office work although standing in work areas and walking between work areas may be required.
- Finger dexterity to access, enter, and retrieve data using a computer keyboard or calculator, and to operate standard office equipment.
- Mobility to work in a standard office setting and use standard office equipment.
- Vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone.
- Occasionally bending, stooping, kneeling, reaching, pushing, and pulling drawers open and closed to retrieve and file information.
- Ability to lift, carry, push, and pull materials and objects weighing up to thirty (30) pounds.

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

POSITION DESCRIPTION ACKNOWLEDGEMENT

POSITION TITLE: Communications Specialist | **DATE RECEIVED:**

I understand that nothing in this position description restricts this organization's right to assign or reassign duties and responsibilities to this job at any time. I also understand that this position description reflects the assignment of essential job functions; it does not prescribe nor restrict the tasks that may be assigned. I further understand that this position description may be subject to change at any time due to reasonable accommodation or other reasons.

I have reviewed this document and discussed its contents with my supervisor, and I fully understand the nature and purpose of this position description and its related duties.

Employee

Date

Village Administrator

Date

Human Resources

Date