

## COMMUNICATIONS AND TECHNOLOGY CO-ORDINATOR –

**JOB POSTING**

**NOVEMBER 21, 2022**

The Town of Clifton Park has an Opening for a position as Communications and Technology Coordinator – The position is non-union, and is a full time position, which will be offered at a starting compensation ranging from \$ 66,000 to 75,000, with appropriate Grade and step classification depending upon the experience and qualifications of the successful candidate. The Job description and minimum qualifications for the position is detailed below. The position is competitive within the New York State Civil Service system, and will be filled provisionally pending Civil service testing at a later date.

updated 11/2022

### DISTINGUISHING FEATRURES OF THE CLASS:

The work involves responsibility for serving as the coordinator for the public communications of a large municipality through the release of information regarding the Town’s programs, initiatives, public hearings and forums, as well as infrastructure needs and constituent services. Emphasis lies in the preparation of the Town newsletters, information for the website, use of new media, digital content and social networking, electronic messaging, advertisement and printed material. This position will also require actively working with Parks & Recreation and Highway Department personnel as well as other departments regarding emergency and other timely notifications. Does related work as required. This position reports to the Town Supervisor.

Additional duties will include acting as a first responder and coordinator for technology and software issues, including computers, electronic data and equipment for Town personnel, and serving as liaison with the Town’s Information technology consultant, network administrators and vendors as needed, including the VOIP phones service provider, and parcel-based software systems.

### TYPICAL WORK ACTIVITIES:

- 35 hours per week. Flexible schedule will include some evening and weekend in-person duties
- Collects, assembles and compiles information on department activities and designs announcements and press releases for Town Initiatives & Departmental announcements;
- Develops and collaborates on web content and new media as applicable, exhibit designs, newsletters, booklets, pamphlets, , flyers and articles for public distribution;

- Draft proclamations, letters of recognition, and award certificates
- Operates video camera for all Town Board Meetings;
- Perform effective constituent service activities, including satisfying direct inquiries and concerns, and serving as a liaison to community organizations
- Coordinate and triage internal requests for assistance regarding technology matters for all Town personnel, and escalation and communication with IT Consultants and vendor staff as necessary;
- Process invoices for IT equipment and services.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles of marketing and communications as they apply to governmental information and publication/promotional programs; good knowledge of marketing strategies, terminology, and technology appropriate for use in the various communications media; Good knowledge of the principles and practices of public relations; good knowledge of the agency's organization, functions, goals and programs; Good knowledge of style, vocabulary, spelling and grammar; working knowledge of the uses and capabilities of photographic, audio-visual, printing and other relevant equipment; working knowledge of obtaining and verifying information; Ability to collaborate and work with a team to achieve the desired goals of the organization; Good knowledge of website posting and editing, and current social media platforms; Good knowledge of and basic administration of current Windows operating systems, MS Office 365, and Outlook

MINIMUM QUALIFICATIONS

- A. Graduation from a regionally accredited college or university with a Bachelor's Degree and two (2) years of professional level work experience, or its part time equivalent in marketing, journalism or communications; OR
- B. Graduation from a regionally accredited college or university with an Associates Degree and four (4) years of professional level work experience, or its part time equivalent in marketing, journalism or communications; OR
- C. Graduation from High School or possession of a GED and six (6) years of professional level work experience, or its part time equivalent in marketing, journalism or communications.

Proficiency in current Windows, MS Office 365 and Outlook 365 applications required. Certifications in Windows Active Directory and A+ are a plus. Familiarity with WYSIWYG web content management systems such as WordPress and/or JOOMLA a plus.

NOTE: Successful completion of graduate semester credit hours in marketing, journalism or communications or closely related field from a regionally accredited or New York State registered college or university may be substituted for work experience as follows: Thirty

(30) graduate semester hours is equivalent to one (1) year of work experience; Sixty (60) graduate semester credit hours is equivalent to two years of work experience.