

DEPARTMENT: Administration / Moon Community Access Television

JOB TITLE: Moon Township Communications Director

IMMEDIATE SUPERVISOR: MCA-TV Director

POSITION SUMMARY

The Communications Director coordinates and executes the communications strategy for Moon Township and its cable television station Moon Community Access Television. This individual serves as the primary copywriter for Moon Township and strives to increase the visibility of both Moon Township and MCA-TV by communicating across a variety of mediums, including television, print, website and social media. The township's primary audiences include current and potential residents, visitors, businesses and developers. Work is performed during regular business hours and involves some evening and weekend work as needed. The position is exempt under the Federal Fair Labor Standards Act.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinate all print and online communications for Moon Township and Moon Community Access Television
- Write and generate content for press releases, websites, newsletters, brochures and other informational materials for Moon Township and MCA-TV
- Manage media relations for both Moon Township and MCA-TV
- Write, edit and coordinate distribution of township publications, including a quarterly print newsletter, monthly e-newsletter and internal employee newsletter
- Work with all township departments to ensure that program and event information is communicated in a timely and consistent manner across all available outlets
- Update township and MCA-TV websites and social media accounts
- Coordinate and recruit MCA-TV volunteers and lead the station's community outreach efforts
- Produce and host a monthly township news program for MCA-TV
- Assist with township and MCA-TV special event coordination
- Build sponsorship relationships with community businesses to support township events and initiatives
- Attend all Moon Township's public Board of Supervisors meetings to stay current on township initiatives and policies
- Perform all other work as assigned

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Ability to effectively communicate, both orally and in writing, to a variety of constituencies
- Strong interpersonal skills
- Comfortable undertaking on-camera roles for MCA-TV
- Strong organizational skills
- Ability to manage multiple projects simultaneously

EXPERIENCE AND TRAINING

- Degree in public relations, journalism, communications or other related major
- 1-2 years of experience in public relations, journalism or related field
- Demonstrated writing experience
- Knowledge of Microsoft Word and Publisher and general computer literacy
- Knowledge of Adobe Photoshop, Dreamweaver and InDesign is preferred

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

- While performing the duties of this job, the employee is frequently required to sit and talk or hear.
- The employee must occasionally lift and/or move up to 10 pounds.
- Visual acuity is required for color perception, preparing and analyzing written or computer data, operation of machines, and determining the accuracy and thoroughness of work
- Work requires fingering, grasping, and repetitive motions
- Verbal communication is required for expressing or exchanging ideas by means of the spoken word
- Hearing is required to perceive information at normal spoken word levels. The noise level of the work environment is usually quiet to moderately noisy.

SELECTION GUIDELINES

- Formal application, rating of education and experience; oral interviews and reference check; job related tests may be required.
- The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and the employee, and is subject to change by the employer as the needs of the employer and the requirements of the job change.