

Communications Coordinator

DISTINGUISHING FEATURES OF THE CLASS: This position is designed to improve the City's transparency, public communication, and internal operational efficiency by leading the City's public information efforts while providing cross-departmental operational support. Responsibilities include managing social media and website content, coordinating community engagement, collecting public data, supporting the City's grants program, and assisting department heads at the direction of the City Administrator. Duties are performed independently under the general supervision of the City Administrator. Supervision of the work of others is not normally a responsibility of this class but may be exercised over subordinate employees. A Communications Coordinator does related work as required.

TYPICAL WORK ACTIVITIES:

- Develops and manages the City's communication strategy, including social media content, website updates, newsletters, and public notices;
- Provides timely, accurate information about programs, initiatives, and events;
- Prepares press releases and public statements in coordination with the City Administrator and Mayor;
- Monitors City social media activity and coordinates with leadership to ensure professional and consistent messaging;
- Increases resident engagement with City initiatives through targeted outreach, community-focused content, and coordinated messaging;
- Develops tools such as surveys, polls, and feedback forms to gather public input;
- Tracks community sentiment and engagement trends to inform policy decisions and improve public communication;
- Provides direct operational support to the City Administrator, including project tracking, communications coordination, and document preparation;
- Assists other department heads with operational or administrative tasks, as needed;
- Ensures project-related information is accurately collected, organized, and shared;
- Coordinates with the City Administrator to support the City's grants program through data collection, communication assistance, document preparation, and general administrative support;
- Assists with the preparation of grant applications, including drafting supporting materials, gathering required information from departments, and helping ensure timely submission;
- Supports the administration of active grants by organizing documentation, tracking deadlines, preparing reports, and assisting with compliance requirements as directed.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of managing social media platforms, including content creation, engagement tracking, scheduling tools, and analytics; ability to manage digital communications, including website content systems, mass-notification tools, online surveys, digital newsletters, and cloud-based collaboration platforms; skilled in interpreting and using digital engagement data to guide communication efforts; strong written and verbal communication

skills with the ability to create clear, professional, and engaging content; strong organizational skills with the ability to manage multiple tasks and shifting priorities; professional judgment and discretion when handling sensitive or confidential information; ability to work independently, adapt to evolving responsibilities, and learn new digital tools as needed; ability to readily acquire a familiarity with an agency's programs, goals, objectives, and operations; initiative; resourcefulness.

MINIMUM QUALIFICATIONS:

- A) Possession of a Bachelor's Degree in Communications, Public Administration, Journalism, Political Science or a related field;

OR

- B) Possession of an Associate Degree in Communications, Public Administration, Journalism, Political Science or a related field AND two (2) years of professional experience in communications, public administration, community engagement, project coordination or closely related work;

OR

- C) Four (4) years of professional experience in communications, public administration, community engagement, project coordination or closely related work;

OR

- D) An equivalent combination of training and experience as defined in A), B) or C) above.

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the New York State Civil Service website. You must pay the required evaluation fee.

CATTARAUGUS COUNTY CIVIL SERVICE

Adopted: 12/19/2025