

OFFICIAL JOB DESCRIPTION

City of Indianapolis



Department/Agency: Metropolitan Development

New Position Date: 5/17

Position: Intern - Communications

Date Revised:

Position Reports to: Chief Communications Officer

FLSA Status: Non-Exempt

Division: Administration

Grade:

Status: Part-Time

Direct Reports: 0

Position Summary

Position is responsible for assisting the Chief Communications Officer with content creation for marketing materials and social media.

Position Responsibilities

Social media management

This position will serve as a social media communications liaison within the department. This includes, but is not limited to, posting and sharing content related to department and community initiatives, promoting public meetings, live sharing from events, and building the awareness of DMD to the public.

This position will develop strategies for engaging the public. This includes responding to comments and questions posted on the department's social media sites, developing regular and consistent content, and thinking proactively and holistically about the City brand, DMD's brand, and community partners.

Marketing and Communications Support Materials

This position may develop and/or generate and distribute: PowerPoint presentations, press releases, media advisories, flyers, brochures, content for social media channels and website, and other externally facing content as needed by DMD Chief Communications Officer, DMD leadership and staff.

This list of duties and responsibilities is not intended to be all-inclusive and may be expanded to include other duties or responsibilities that management may deem necessary from time to time.

Job Knowledge, Experience, and Skills Required

College student pursuing a degree in Public Relations, Communications, Marketing, Journalism or related field. Knowledge and experience managing social media programs for an organization preferred; primarily includes Twitter, Facebook and Instagram. Knowledge of Microsoft Office, photo editing and desktop publishing software (Adobe Photoshop, InDesign, Illustrator), preferred.

Excellent verbal and written communication skills, research/analytical and computer skills are required. Demonstrate creative ability when presented with unformatted projects and/or ideas. Must be able to coordinate multiple projects and set priorities/deadlines according to time sensitive information.

Independent Judgment

Coordinator should rely on experience and judgement to accomplish assignments. Other duties and tasks including independent judgement are routine in nature and are performed under supervision following standard procedures.

Working Conditions

Work is conducted in a standard office environment with some travel to meetings and events in Indianapolis.

Signatures

Supervisor/Manager

Date

Administrator/Agency Head

Date

Human Resources – Compensation & Records Manager

Date

Date Printed: May 10, 2017