

COMMUNICATIONS ASSISTANT AND GRAPHIC DESIGN SPECIALIST

The City of Harrisburg is accepting applications for the position of Communications Assistant and Graphic Design Specialist in the Department of Administration, Bureau of Communication. The Communications Assistant and Graphic Design Specialist works in collaboration with the City's webmaster and Communications team, as well as with Business Development staff and the Hershey Harrisburg Regional Visitors Bureau (HHRVB)/Explore HBG to manage social media and online content and to ensure alignment with the overall communications, messaging and marketing campaigns. The individual in this position also works with internal and external teams and partners to develop relevant and fresh content for marketing pages of harrisburgpa.gov, while maintaining and protecting the brand and voice of the City of Harrisburg. Works with the Communications Director to utilize graphic design skills to create compelling media platforms for harrisburgpa.gov and explorehbg.com and assists Director in creating online and social media content. Work is performed under the general direction of the Communications Director. This is a management, FLSA-exempt position.

The successful candidate will possess a bachelor's degree in a related field; one to two years of related experience; or an equivalent combination of experience and training which provides the required knowledge, skills and abilities. A valid PA Driver's License, Class C, is also required.

The annual salary range is \$45,000 to \$50,000 (commensurate with experience and qualifications), plus an excellent benefits package.

The City intends to fill this position as soon as possible. It will remain open until filled. If interested, please submit a cover letter, your resume, three employment references and salary history, without delay, to:

City of Harrisburg, Bureau of Human Resources
The Rev. Dr. Martin Luther King, Jr. City Government Center
10 N. 2nd Street, Harrisburg, PA 17101
Phone: (717) 255-6475
Email: HR@harrisburgpa.gov (**electronic submission preferred**)

The City of Harrisburg is an Equal Opportunity Employer.
Eric Papenfuse, Mayor
www.harrisburgpa.gov

JOB TITLE

**COMMUNICATIONS ASSISTANT AND GRAPHIC DESIGN SPECIALIST
DEPARTMENT OF ADMINISTRATION – BUREAU OF COMMUNICATION**

DEFINITION:

The Communications Assistant and Graphic Design Specialist works in collaboration with the City's webmaster and Communications team, as well as with Business Development staff and the Hershey Harrisburg Regional Visitors Bureau (HHRVB)/Explore HBG to manage social media and online content and to ensure alignment with the overall communications, messaging and marketing campaigns. The individual in this position also works with internal and external teams and partners to develop relevant and fresh content for marketing pages of harrisburgpa.gov, while maintaining and protecting the brand and voice of the City of Harrisburg. Works with the Communications Director to utilize graphic design skills to create compelling media platforms for harrisburgpa.gov and explorehbg.com and assists Director in creating online and social media content. Work is performed under the general direction of the Communications Director. This is a management, FLSA-exempt position.

EQUIPMENT/JOB LOCATION:

Work is typically performed at the Rev. Dr. Martin Luther King Jr. City Government Center with recurrent work at the HHRVB offices. Work involves the use of various machines such as a personal computer, scanner and printer, copy machine, fax machine, telephone, video camera, audio recorder, digital camera and other technological devices as necessary or required. Duties are typically performed weekdays from 8:00 a.m. to 5:00 p.m.; however, this position requires flexibility to include availability during evenings, weekends and holidays.

ESSENTIAL FUNCTIONS:

Work involves, but is not limited to, the following: Works collaboratively with the City staff and the City's marketing partners, especially HHRVB/Explore HBG, to create compelling online platforms utilizing graphic design skills. Manages the City of Harrisburg's content calendar for consumer messaging and consults with Communications team and Explore HBG to ensure alignment with overall marketing strategy. Plans and executes content collection to update website and social media platforms. Develops copy and listing suggestions for seasonal changeovers of appropriate pages on harrisburgpa.gov. Assists with daily social media marketing initiatives and planning and execution of event marketing. Monitors and responds to users within social platforms in a timely manner. Assesses consumer usage of marketing and communications online content. Develops and executes paid social media campaigns in alignment with overall marketing and communications strategies. Works with Communications Director and webmaster to stay within an established budget on a campaign-by-campaign basis as well as staying within yearly budget. Develops and maintains expertise in digital analytics to evaluate and to ensure continued success and development of programs and communities.

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**COMMUNICATIONS ASSISTANT AND GRAPHIC DESIGN SPECIALIST
DEPARTMENT OF ADMINISTRATION – BUREAU OF COMMUNICATION**

NON-ESSENTIAL FUNCTIONS:

Performs other duties as assigned.

REQUIRED KNOWLEDGE AND ABILITIES:

- Excellent organizational skills and the ability to handle multiple tasks professionally.
- Thorough knowledge of marketing, social media, and public relations.
- Ability to effectively communicate information and ideas.
- Excellent writing skills and experience as a professional writer for both traditional and online media.
- Ability to adapt writing style appropriate to the medium and audience.
- In-depth knowledge and understanding of social media platforms and their respective participants and of how each platform can be deployed in different scenarios.
- Excellent personal computer skills in a Windows operating system environment utilizing Microsoft Office.
- Graphic design skills including proficiency in Adobe Creative Suite Programs (Photoshop, Premiere Pro, After Effects, etc.).
- Ability to develop and maintain skills regarding photography, videography, video production, etc.
- Ability to establish and maintain effective working relations with supervisors, co-workers, community groups, businesses and non-profit corporations.
- Ability to prepare letters and documents in proper grammatical and spelling order.
- Ability to anticipate and meet project schedules and deadlines.
- Excellent customer service skills.
- Ability to identify potential negative or crisis situation and to apply conflict resolution principles to mitigate issues.
- General knowledge of the City of Harrisburg and the surrounding regions.

This position requires a highly energetic, self-directed person who can handle a variety of tasks during any given day. The individual in this position must be a team player with the confidence to take the lead and guide other employees when necessary. He/she must also understand the communications mission of the City of Harrisburg and have a strong commitment to public service.

QUALIFICATIONS:

Bachelor's degree in a related field; one to two years of related experience; or equivalent combination of experience and training which provides the required knowledge, skills and abilities. A valid PA Driver's License, Class C, is also required.