



**City of Roswell, Recreation, Parks, Historic and Cultural Affairs**  
**Communication Specialist Description**

Vacancy Opens: 8/9/21 – Vacancy Closes: 8/23/21

*Strongly prefer experience in creative design, special events and programmatic marketing*

- Collaborate closely with all recreation divisions and Community Relations to deliver clear, concise and appealing marketing materials/communications
- Drive audience engagement through unique storytelling, creative design and visually appealing digital content
- Demonstrated experience in executing on multiple deadlines, requests and plan ahead for both small and large creative projects
- Develop and deliver internal milestone deliverables for overarching strategy, vision and goals of the Marketing team and RPHCA as a whole
- Ability to distill requests for marketing materials into an effective item that applies to the objective of the request
- Manage emergency notifications for PR purposes – including social media
- Coordinate with internal and external stakeholders on creative design, deliverable and large scale projects
- Develops, writes and edits various communications materials including correspondence, newsletters, brochures and articles.
- Proven experience in creating measurable, engaging content that relates to on-going programs (see supplemental requests for more information)
- Ensure all products/services provide effective and high-quality content for all members of the community
- Firm grasp of organizational flow, chart and experience operating within a team-structure
- Manage media relationships, cross-functional media requests and have background in press release formats
- Ad hoc administrative items such as professional email correspondence, budget/expense management experience and an inclusive-self-starter mindset
- Position will report to Savannah Douthat, RPHCA Marketing and Communications Manager
- **Hard Skills:** effective communicator, graphic design/content creator, social media background, some video editing, Adobe, Canva, Mailchimp, Hootsuite – Experience with User Experiences, Programmatic marketing, UGC, Special Events, Community outreach
- **Soft Skills:** Objective driven, milestone/organized, takes initiative, detail oriented, eye for proofing, operate a camera, enjoys people, large special event/meeting/conference experience
- **Misc.** Drive audience retention and growth, storyteller, ability to attend weekend events

**Supplemental Information to Include with Application**  
**(email in word document to: [sdouthat@roswellgov.com](mailto:sdouthat@roswellgov.com)):**

- Please provide an example of a special event marketing from end-to-end with examples of marketing collateral
- Detail or provide examples of programs/projects you have worked on that closely relate to recreation.
- Describe your most effective workflow or organization style. Please include tools and examples.