

**CITY OF RINGGOLD, GEORGIA
JOB DESCRIPTION
ADMINISTRATION DEPARTMENT**

JOB TITLE: Public Information Associate

REPORTS TO: Main Street Manager

GENERAL STATEMENT OF JOB:

This is a full-time position performing work in the CVB/DDA/Administration Departments, who reports directly to the Main Street Manager. The main purpose of this position is to produce and release information for the City of Ringgold.

MINIMUM TRAINING REQUIRMENTS:

A bachelor's degree in Communications, Journalism, Public Relations, Public Information, Public Affairs, Business Administration, Public Administration, Marketing, Graphic Design or related field from an accredited college or university is preferred; possess two or more years of professional experience in journalism, marketing, communications, media relations, public relations, government relations or community relations or related work; or any equivalent combination of education, training and experience that provides the necessary knowledge, skills and abilities for this position.

MINIMUM QUALIFICATIONS REQUIRES:

- To be physically able to operate a variety of office equipment, such as a computer, printer, fax machine, copier, telephone, transcriber, etc.
- To be able to use body members to work, move or carry objects or materials.
- To be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds frequently.
- The ability of speaking or signaling to people to convey or exchange information.
- The ability to communicate with the public effectively.
- The ability to coordinate hands and eyes in using automated office equipment.
- The ability to read a variety of informational documentation, directions, instructions, methods and procedures.
- The ability to deal with people beyond giving and receiving instructions.
- To be adaptable to performing under moderate stress when confronted with an emergency.
- The ability to acquire knowledge of topics related to primary occupation.
- The ability to record and deliver information, to explain procedures, to follow verbal and written instructions.
- The applicant must provide a valid driver's license and be able to pass a background check and drug screening.
- Knowledge of Microsoft Office Suite, Adobe Photoshop, and Canva applications.
- The ability to operate cameras, both for videography and photography.
- The ability to understand and use social media including, but not limited to Facebook, Instagram, Twitter and TikTok.
- Flexibility with hours; occasional nights and weekends as required.

JOB FUNCTIONS:

This position will maintain and update the web-content for the City websites and social media sites, and market and promote programs, events, venues and businesses within the City limits. Writes and coordinates the publication and distribution of marketing and promotional materials, including newspaper articles and advertisements, press releases, brochures, fliers, etc.: consults with City departments to gather information; creates artwork, design and layout of materials; edits drafts and approves final designs; and posts and submits materials to City website and media outlets. Receives and responds to media inquiries and questions regarding assigned departments; consults with department staff and management to provide appropriate response to media inquiries; provides and/or coordinates interviews as needed; assists in managing essential and time-critical communications; and supervisor apprised of all media interactions. Designs graphics and web pages; content for publication; updates information and technology as needed; creates original artwork such as graphics, logos, maps, forms, etc.; utilizes a variety of graphic design software and systems; and provides technical support and makes recommendations regarding graphic and web applications and technology. Assists with coordinating special events and activities; creates and implements communications plan for events; designs, produces and publishes publicity materials and articles; and assists with event activities such as setup and break-down as needed. Maintains graphic art and photo databases: serves as liaison for charts, documents, logos, graphics, maps, and seals; ensures uses are in compliance with City standards for internal or external use; takes, selects and edits photographs; and updates databases as needed. Performs other related duties as assigned by supervisors.