



Job Title:	Communication (Liaison) Specialist	Job Category:	Administrative Office
Department/Group:	Administration	Status	Non-exempt The federal Fair Labor Standards Act (FLSA)
Location:	200 Station Street East, Ashville, Ohio 43103	Travel Required:	No
Level/Salary Range:	Governed by Ordinance	Position Type:	Full-time
Reports:	Village Administrator	Date posted:	Click here to enter a date.
Will Train Applicant(s):	Experience Desired	Posting Expires:	Click here to enter a date.
External posting URL:	http://www.ashvilleohio.gov/index.php?option=com_content&view=article&id=117&Itemid=54		
Internal posting URL:	http://www.ashvilleohio.gov/index.php?option=com_content&view=article&id=117&Itemid=54		

Applications Accepted By: Currently Not Vacant

FAX OR E-MAIL: (740) 983-4703 or fchristman@ashvilleohio.gov Attention: Village Administrator	MAIL: Village Administrator, Village of Ashville, P.O. Box 195 200 East Station Street, Ashville Ohio 43103
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Job Description

PRIMARY POSITION SUMMARY:

Under general direction of the Village Administrator and Mayor, the Communication Specialist will be an important part of the Village team and assist in the development and implementation of communication and strategies targeted to reach members of our community. This position will work closely with other members of the Village of Ashville office team, as well as other departments. The role also includes day-to-day management of accounts such as Facebook, Twitter, YouTube, etc. In addition, the incumbent will assist with written, digital, and web based communication. The Communication Specialist will also be responsible for organizing and producing content for our website for an internal and external audiences. He or she will also assist the Mayor and Village Administrator with administrative communication responsibilities to ensure functional operation of all departments.

Primary responsibilities include: Developing and growing Ashville's social media channels and other media platforms; blogging; customer service support via social media; ensuring integrated messaging and compatible branding in social media platforms and writing copy for the Blog. Additional responsibilities may include photography and assistance in filming video for a wide variety of audiences.

ESSENTIAL JOB FUNCTIONS:

The Communication Specialist will provide the lead function in communication to the community through the use of various sorts of methods including but not limited to social media, newsletters, emails, and website. The job will focus on customer relationship management. The position is designed to offer coordinated communication through the use of these various mediums identified and others that will be developed. The position reports to the Village Administrator and Mayor providing communication support for the various parts of the Ashville Government. Specifically this will be done using computer data entry, data retrieval, and public relations and customer service. It will join the other primary office staff and will support them as they will support the Communication Specialist.

Those outlined are not to be construed as exclusive or all-inclusive. Work is performed with latitude for the exercise of independent judgment and action under the guidance of the Village Administrator and in accordance with village policies and in compliance with state and federal guidelines applicable law. Work is reviewed through meetings and reports for overall program effectiveness. The work assignment may be on a continual or intermittent basis. Other duties may be required and assigned.

JOB DUTIES AND TASKS: "COMMUNICATION SPECIALIST"

1. Make improvements to the internal and external flow of information for Village of Ashville.
2. Coordinate the dissemination of information about the Village of Ashville.
3. Coordinate facility reservations within the Village of Ashville, primarily park and council room.
4. Receive information through various communication sources, i.e. email, phone, Facebook, twitter, fax and mail.
5. Arrange for interpreters or translators when such services are required.
6. Plan or assist with events and/or meetings.
7. Pick-up and deliver items.
8. Dress in a professional manner.
9. Perform office support duties on a temporary basis when needed; building, Mayor's Court, police, P & Z, receptionist, tax, utility.

JOB ACTIVITIES FOR: "COMMUNICATION SPECIALIST"

1. Getting Information -- Observing, receiving, and otherwise obtaining information from all appropriate sources.
2. Working directly with the public.
3. Communicating internally with Supervisors, Peers, or Subordinates -- Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
4. Communicating externally with Persons outside the government -- Communicating with people outside the organization, representing the organization to customers, the public, other governments, and other external sources. This information can be exchanged in person, in writing, or by telephone, e-mail, website (calendar), Facebook, twitter, etc.
5. Making Decisions and Solving Problems -- Analyzing information and evaluating results to choose the best solution and solve problems.
6. Identifying Objects, Actions, and Events -- Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
7. Establishing and Maintaining Interpersonal Relationships -- Developing constructive and cooperative working relationships with others, and maintaining them over time.
8. Updating and Using Relevant Knowledge -- Keeping up-to-date technically and applying new knowledge to your job.
9. Interacting With Computers -- Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
10. Thinking Creatively -- Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
11. Externally Resolving Conflicts and Negotiating with Others -- Handling complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with others.
12. Organizing, Planning, and Prioritizing Communication Work -- Developing specific goals and plans to prioritize, organize, and accomplish your work.
13. Documenting/Recording Information -- Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.
14. Developing and Building Communication Teams -- Encouraging and building mutual trust, respect, and cooperation among team members.
15. Monitor Processes, Materials, or Surroundings -- Monitoring and reviewing information from materials, events, or the environment, to detect or assess problems.

16. Coordinating the Communication Work and Activities of Others -- Getting members of a group to work together to accomplish communication task (s).
17. Interpreting the Meaning of Information for Others -- Translating or explaining what information means and how it can be used.
18. Communication Training and Teaching of Others -- Identifying the communication educational needs of others, developing formal educational or training programs or classes, and teaching or instructing others.
19. Performing Communication Activities -- Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.
20. Processing Information -- Compiling, coding, categorizing, calculating, tabulating, auditing, or verifying information or data.
21. Scheduling Communication Work and Activities -- Scheduling events, programs, and activities.
22. Coaching and Developing Communication of Others -- Identifying the developmental needs of others and coaching or otherwise helping others to improve their communication knowledge or skills.
23. Evaluating Information to Determine Compliance with Standards -- Using relevant information and individual judgment to determine whether processes comply with laws, regulations, or standards.

SKILLS NEEDED FOR: "COMMUNICATION SPECIALIST"

1. Active Listening -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
2. Service Orientation -- Actively looking for ways to help people.
3. Speaking -- Talking to others to convey information effectively.
4. Social Perceptiveness -- Being aware of others' reactions and understanding why they react as they do.
5. Reading Comprehension -- Understanding written sentences and paragraphs in work related documents.
6. Critical Thinking -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
7. Time Management -- Managing one's own time and the time of others.
8. Writing -- Communicating effectively in writing as appropriate for the needs of the audience.
9. Coordination -- Adjusting actions in relation to others' actions.
10. Learning Strategies -- Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
11. Instructing Communication -- Teaching others how to do something.
12. Judgment and Decision Making -- Considering the relative costs and benefits of potential actions to choose the most appropriate one.
13. Active Learning -- Understanding the implications of new information for both current and future problem-solving and decision-making.
14. Monitoring -- Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
15. Management of Personnel Resources -- Motivating, developing, and directing people as they work, identifying the best people for the job.
16. Complex Problem Solving -- Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

ABILITIES NEEDED FOR: "COMMUNICATION SPECIALIST"

1. **Oral Comprehension** -- The ability to listen to and understand information and ideas presented through spoken words and sentences.
2. **Oral Expression** -- The ability to communicate information and ideas in speaking so others will understand.
3. **Speech Recognition** -- The ability to identify and understand the speech of another person.
4. **Speech Clarity** -- The ability to speak clearly so others can understand you.
5. **Written Comprehension** -- The ability to read and understand information and ideas presented in writing.
6. **Deductive Reasoning** -- The ability to apply general rules to specific problems to produce answers that make sense.
7. **Problem Sensitivity** -- The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
8. **Inductive Reasoning** -- The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
9. **Fluency of Ideas** -- The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
10. **Originality** -- The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
11. **Information Ordering** -- The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
12. **Selective Attention** -- The ability to concentrate on a task over a period of time without being distracted.
13. **Near Vision** -- The ability to see details at close range (within a few feet of the observer).
14. **Written Expression** -- The ability to communicate information and ideas in writing so others will understand.

KNOWLEDGE, EXPERIENCE, EDUCATION REQUIRED FOR: "COMMUNICATION SPECIALIST"

1. **Customer and Personal Service** -- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
2. **English Language** -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
3. **Telecommunications** -- Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
4. **Public Safety and Security** -- Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.
5. **Office** -- Knowledge of administrative and clerical procedures and systems such as word processing, spreadsheets, PowerPoint, publisher, managing files and records, and transcription, designing forms, and other office procedures and terminology.
6. **Confidentiality** -- Knowledge of maintaining confidentiality in respect to all manners as governed by local Ordinance, State, and Federal Laws.
7. **Quality** -- Works in a manner that emphasizes Continuing Quality Improvement.
8. **Psychology** -- Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.



9. **Communications and Media -- Knowledge of media, communication, and dissemination techniques and methods. This includes alternative ways to inform via written, oral, and visual media.**
10. **Fosters an atmosphere of teamwork and collaboration by assisting co-workers and other departments as needed or directed.**

Ability and Interpersonal Communications:

INTERNAL: Ashville Staff, Fiscal Officer, Village Administrator, Mayor, Council and other Elected or Appointed Personnel.

EXTERNAL: Local Community (Ashville Residents), General Community (Residents outside of Ashville), and Phone Contacts.

- Ability to communicate effectively verbally and in writing using Business English (reporting and recording).
- Ability to use independent judgment, common sense, and professionalism in the performance of tasks.
- Ability to communicate effectively with immediate supervisor, other department heads, council, mayor, coworkers, police personnel, and other village personnel and contractors.
- Ability to accurately record and deliver information and meet deadlines.
- Ability to maintain good public relations with village citizens by responding to resolve questions regarding work performed and other related matters.
- Ability to process accounts receivable and collections experience to discourage delinquent accounts.
- Ability to use computer software for data entry, using MS Office, and the ability to use emails according to Policies and Procedures.
- Ability to maintain confidentiality of restricted information
- Ability to work under stressful conditions, to respond immediately to crisis situations and to balance priorities within and between offices/departments
- Ability to persuade, convince, influence, and train others; ability to explain, demonstrate and clarify to others within well-established policies, procedures and standards.
- Assists coworkers and other departments as needed and directed

QUALIFICATIONS:

Minimum Qualifications:

- High school diploma or GED equivalent.
- Experience with various forms of communication, accounting, and general office skills.
- Computer knowledge is required.
- Ability to add, subtract, multiply, divide, calculate decimals and percentages, and measure data.

Special Requirements:

- A valid Ohio Driver's License
- CPR/First Aid certification or ability to acquire within six months.

Knowledge Skills:

- Emphasis in courses involving business arithmetic, clerical procedures, business English, bookkeeping, and key punch operations.
- Ability to enter and verify data in the computer quickly and accurately.
- Ability to keep cash accounts and financial records, including accepting payments from the public.

- Communicate effectively verbally and in writing; understand and carry out both written and oral instructions. Ability to write and speak clearly, making complex issues seem simple Ability to write and speak clearly, making complex issues seem simple
- Ability to learn budgetary process and existing policies and procedures
- Maintain good working relations with the general public; receive and respond to citizen and intra-governmental complaints and concerns.
- Knowledge of office safety practices and procedures.

Physical Requirements:

Employee is in general good health able to perform essential job functions either unaided or with assistance of reasonable accommodations. This determination will be made on a case by case basis by management, for otherwise qualified persons who, because of an AD disability, are unable to perform the physical or mental requirements for the job. The physical demands listed are illustrative of demands most commonly imposed on the incumbent of this position.

While performing duties of this job the employee:

- Ability to operate a variety of automatic office machines including typewriter, calculator, copier, and computer, fax machine, telephone system, etc.
- May sit for extended periods of time when operating office equipment.
- Ability to lift or move objects up to 20 pounds
- Ability to deal effectively with stress.

Work Environment:

Ability to work effectively in an office environment

Selection Guidelines

- Formal application, rating education and experience, oral interview and reference check. Job related testing may be required.
- The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements does not exclude them from the position if the work is similar, related, or a logical assignment to the position
- The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the requirements of the job change.
- By signing below you agree to a waiver of any cause of action against the Village of Ashville if not communicated within six (6) months of termination from Village of Ashville employment.

EMPLOYEE UNDERSTANDING AND AGREEMENT

Reviewed By:		Date:	
Signature			
I understand, and will perform, the duties and requirements specified in this job description.			
Management Approval:	Village Administrator, Franklin Christman	Date:	
Signature			
Last Updated By:	Village Administrator in collaboration with Mayor & Fiscal Officer	Date/Time:	