



JOB OPENING

Troup County Government

Position: Citizen Engagement Specialist	Department: Board of Commissioners	Salary: \$38,093.98 - \$41,903.38
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Under the supervision of the County Manager and in cooperation with Department Directors, the Citizen Engagement Specialist will be responsible for the frequency, diversity and level of engagement of community residents; processes for meaningful citizen engagement; participation for a broad cross-section of the community; and a consistent and long-term engagement in community affairs. This position will provide expertise in internal and external communications, public relations and media relations. Work includes extensive writing, editing, social media initiatives, measuring outcomes and working in a collaborative team environment. Serves as a key member of the County's Leadership Team.

Qualifications/Knowledge:

- ⇒ Must have a current valid driver's license
- ⇒ Bachelor's Degree in Communications, Marketing, Public Relations, Graphic Design or other related field from an accredited college or university or approved equivalent combination of education and experience; Master's Degree in related field preferred
- ⇒ Must have 3-5 years experience in Communications, Marketing, Public Relations, etc.
- ⇒ Have a thorough working knowledge and implementation of modern communications practices including a wide range of social media applications
- ⇒ Knowledge of and ability to facilitate meetings
- ⇒ Considerable knowledge and experience in the following areas: social media, media relations, public speaking and communications; experience in branding guidelines and video editing
- ⇒ Experience with a variety of communications tools, including newsletters, websites, press releases, blogs and other social media
- ⇒ Must be able to meet tight deadlines, work well under stress and be detailed oriented
- ⇒ Must demonstrate a strong sense of initiative and be able to perform work independently
- ⇒ Knowledge of or ability to gain knowledge of county government and other related information about departments and services within the county

Essential Duties and Responsibilities:

- ⇒ Improves citizens' knowledge and skills in problem solving
- ⇒ Improves and maintains communication to the Board of Commissioners
- ⇒ Assists County Departments in conjunction with Human Resources to market positions openings
- ⇒ Works with the Parks and Recreation Department on marketing County resources and events
- ⇒ Integrate citizens from different backgrounds; create diverse opportunities for discussing concerns
- ⇒ Create networks of community members; increase trust in local governance
- ⇒ Development and Coordination of innovative promotional initiatives; identifies and recruits participants for initiatives
- ⇒ Development of creative material for public events and public engagement activities
- ⇒ Develops and coordinates communication materials, marketing campaigns and strategies to promote community initiatives
- ⇒ Designs benchmarks and criteria for evaluation; creates a positive environment for citizen engagement
- ⇒ Development of creative, innovative and interactive programs to extend Troup County's outreach to the public
- ⇒ Development and maintenance of County Website and other forms of communication and engagement to include Facebook, Twitter, Instagram and other innovative ways to communicate externally
- ⇒ Provides knowledge of Troup County history, county government and all departments within the county in order to tell Troup County's story and provide relevant and accurate information to the community and to the media
- ⇒ Creates and maintains an internal communications toolbox and helps develop guidelines for graphical use of county logo
- ⇒ Supervises annual ACCG Marketing Internship Program and provides direct oversight of the position and work plan
- ⇒ Responds to and processes Open Records requests; maintains department files in accordance with records retention policies
- ⇒ Performs all other related duties as assigned

The County Manager assigns work in terms of very general instructions. The supervisor spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

Employment Applications will be accepted Until Filled on Troup County's website @ www.troupcountyga.org.

Job #: 05012018 Citizen Engagement Specialist

Grade 17

Valerie P. Heard

Valerie P. Heard, Human Resources Director

Tod Tentler

Tod Tentler, County Manager

Troup County is an Equal Opportunity Employer - A Drug Free and Tobacco Free Workplace