

VACANCY ANNOUNCEMENT



CITY OF MOUNT VERNON, NEW YORK MAYOR SHAWYN PATTERSON-HOWARD

POSITION: Communications Associates
DEPARTMENT: Department of Management Services

The City of Mount Vernon is an equal opportunity employer and is committed to achieving full and equal opportunity without regard to race, religion, color, gender, physical or mental disability and sexual orientation. The City of Mount Vernon has a zero tolerance for all forms of harassment or reprisal.

OPENING DATE: 12/23/2020

CLOSING DATE: 01/06/2021

SALARY RANGE: Commensurate with Experience

RESIDENCY REQUIREMENTS: PREFERENCE WILL BE GIVEN TO QUALIFIED MOUNT VERNON RESIDENTS

APPLICATION INSTRUCTIONS:

Resumes and letters of interest should be addressed to:

City of Mount Vernon
Department of Human Resources
1 Roosevelt Square, Room 211
Mount Vernon, New York 10550

Or submitted via e-mail to: CityofMountVernonHR@cmvny.com

DISTINGUISHING FEATURES OF THE CLASS:

Under the direction of Management Services and the Office of the Mayor, the incumbent in this class is responsible for developing, administering, implementing and maintaining print, social and digital media standards for City departments, the executive officers of the City, we well as coordinating graphics for print and web-based marketing initiatives. The incumbent will work with department heads, their representatives and department webmasters, coordinating the visual and marketing design aspects of all programs and services communicated to the public through print, social and web-based media. Performs related administrative functions as required. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

- Coordinates the graphic elements of all department websites, social media platforms, videos, maintaining consultative direction of design work of department publication liaisons and webmasters, suggesting style of content and overall presentation of public information delivered via web-based media;
- Develops templates for and directs, products and coordinates the production of original designs for logo and identity projects, branding and marketing material that may be translated for print, digital and the web;
- Designs concepts and develops templates for visually communicating with the public, including video production, in keeping with the goals and objectives of the City;
- Designs, constructs and maintains City-wide pages and social media platforms, including incorporating graphical user interface (GUI) features, animation, sound, motion, streaming video; etc.;
- Provides original photographic, videography, illustrative and graphic images for use in presentation of public information published via digital and web-based media;
- Determines size and arrangement of illustrative materials and copy, selects style and size of type, and arranges layout based on available space, knowledge of layout principles, and aesthetic design concepts for print, digital and web-based presentation;
- Produces computerized/web-based presentations utilized by executive staff for external or internal use with a focus on visually communicating both abstract ideas or tangible data relating, but not limited to, capital projects, annual budgets, community issues or intergovernmental initiatives;
- Promotes the use of new technologies in marketing and design efforts.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Comprehensive knowledge of the principles and practices of graphic design for print, digital and web-based and other electronic media;
- Comprehensive knowledge of graphics applications for publication, image development and illustration, and graphic manipulations for print, digital and web-based media;
- Thorough knowledge of personal computers and peripherals such as scanners, digital cameras and storage devices, used in creating graphic publications, websites and social media pages;
- Thorough knowledge of the use of computer applications and electronic tools used in creating and designing digital presentations;
- Ability to analyze written information, verbal instructions and abstract ideas and translate them into graphic representation to communicate content in an enhanced, visual method employing formal design principles;
- Ability to conceive original, visual presentations of services and programs from concept through completion of finished product;
- Ability to effectively use computer applications such as spreadsheets, word processing, calendar e-mail and database software;

- Ability to oversee and coordinate the work of departmental webmasters; ability to communicate clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships;
- Creatively, resourcefulness, initiative, independence and thoroughness; attention to detail;
- Sound judgment, imagination and physical condition commensurate with the demands of the position.

ACCEPTABLE TRAINING AND EXPERIENCE:

- Graduation A Bachelor's Degree from an accredited college of university recognized by the New York State Education Department in Communications, Journalism or closely related field: **PLUS**, five (5) years of public relations experience or a related experience; two (2) years of which shall have been as a supervisor.