

Contingent Professional-Community Resources and Services, Social Media & Graphic Design Coordinator

Class Title

Contingent Professional-Community Resources and Services, Social Media & Graphic Design Coordinator

Class Code

0030

Established Date: Dec 15, 2022

Revision Date: May 20, 2025

Salary

\$30.00 Hourly

POSITION SUMMARY/CLASS DESCRIPTION

Participates in implementation of Department's communications and outreach strategy. Provides content development of the Department's written and social media outreach efforts including but not limited to collecting imagery and taking event photos, and timely posting of relevant content on the Department's Facebook, Instagram, and Twitter accounts. Assists in graphic design of Department promotional materials, using Department style guide. Works closely with the County Public Information Office to ensure consistency and coordination of messaging between the Department and the Office of the County Executive.

This position is hybrid and will require office hours as well as travel to and from events throughout Howard County. This position will include some evening and weekend shifts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Include the following. Other related duties may be assigned.

Participates in implementation of Department's communications, focused on a variety of audiences.

Assist in editing and proofreading newsletters, reports, resource guides and other publications of the Department.

Facilitates and develops content for social media accounts for the department, coordinates with the Public Information Office to develop social media campaigns, messaging standards and timing for information release.

Assists in graphic design of Department promotional materials, using Department style guide.

Uses Monday.com project management system to prioritize work and ensure deadlines are met.

Participates in weekly meetings of the Communications Team.

Participate in activities related to Emergency Management as requested, including work outside normal business hours.

MINIMUM REQUIRED EDUCATION/EXPERIENCE

Bachelor's degree or equivalent combination of education and experience.

PREFERRED EDUCATION, KNOWLEDGE, SKILLS AND ABILITIES

Mastery of journalistic style writing, grammar and spelling for special populations, consumers and professionals.

Ability to quickly develop knowledge of people, places, programs and services.

Knowledge base and utility of desktop publishing system (In-Design, Canva}

Web design and video editing experience a plus

Strong interpersonal skills, excellent oral and written communication skills and the ability to work well with an ethnically- diverse population.

Strong computer proficiency especially with Microsoft Office (Word, Excel, PowerPoint), Hootsuite, and database management.