



# CITY OF MORGAN'S POINT RESORT

## Job Description

### Communications Coordinator & Staff Support

<b>Department</b>	Administration
<b>Salary Range</b>	\$45,000-\$50,000 DOQ
<b>FLSA Status</b>	Exempt
<b>Effective Date</b>	December 7, 2023

### Position Summary

Under general direction of the City Manager, and Assistant City Manager, this position develops, organizes and manages strategic City-wide communications efforts, including but not limited to, routine, economic development, emergency, and public safety communications. The communications coordinator handles all the public information responsibilities for the City and oversees the City's website, social media accounts, marketing materials, and handles all outside media requests. The communications coordinator works to keep residents of the City of Morgan's Point Resort informed, from important information during critical events to raising awareness about city sponsored events.

### Supervision Received and Exercised

- Works and receives direction under the general guidance of the City Manager.
- No supervisory responsibilities.
- Provides guidance and support to city communications volunteers and PIOs.

### Essential Duties and Responsibilities

#### Media Relations and Communications:

- Establishes and maintains positive media relations and serves as the primary spokesperson within the City for the media and other agencies.
- Plans and manages the City's communications needs.
- Drafts official city news releases and community announcements.
- Design ads, menus, brochures, flyers, logos, banners, newsletters, email campaigns, and other promotions for print and digital uses for the City of Morgan's Point Resort services and events.



# CITY OF MORGAN'S POINT RESORT

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- Prepare and implement marketing and communications strategies for city departments and events.
- Prepares special reports for City Council and/or other committees.
- Communicate effectively with staff, residents, and visitors, responding to inquiries and resolving complaints while reducing escalation.
- Train city department heads, staff and volunteers on branding guidelines, social media policies, and media relations.

### **Community Engagement and Partnerships:**

- Continuously monitor and evaluate responsiveness, efficiency, and effectiveness of special events.
- Organize community outreach events and spearhead community engagement initiatives.
- Promotes and organizes community surveys, gathering statistically valid feedback to support city decision-making.
- Network and attend functions with several local chamber of commerce organizations as the face of the City of Morgan's Point Resort, and Morgan's Point Resort's Economic Development Charter.
- Work with community partners to create and develop destination opportunities.
- Work with local nonprofits to promote community events and opportunities.

### **Administrative and Financial Responsibilities:**

- Perform administrative duties for the City Manager including, but not limited to accepting phone calls and scheduling meetings.
- Provide staff support as needed to administrative staff.
- Meet with potential vendors for demos and recommend to relevant departments.
- Organize staff events, birthday celebrations, anniversaries, and retirements.
- Spearhead internal communications including but not limited to staff headshots, bios, and an employee newsletter.
- Design and order city paraphernalia including promotional items, t-shirts, etc.
- Provide input for annual budgets for events, advertising, and communications-related equipment, products and services.
- Coordinate with the Finance Department to produce the annual budget book and related financial transparency projects.
- Prepare monthly, quarterly, and annual reports as necessary.
- Attend all required meetings, seminars, and events including but not limited to special events, in-services, community events, etc.



# CITY OF MORGAN'S POINT RESORT

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## Education and Experience Requirements

*Candidates should possess a combination of education and experience sufficient to demonstrate the necessary knowledge, skills, and abilities for the role.*

### Education

A High School diploma or equivalent is required. A bachelor's degree from an accredited college or university in communications or public administration is preferred.

### Experience (Preferred):

- 3 years of communications and/ or general public administration based experience.
- Background/ understanding of successful communication strategies, campaigns, and public relations initiatives.
- Experience managing comprehensive communication plans across various channels: including digital, social media, print, and event management.
- Familiarity with municipal or public sector communication roles/ responsibilities.

### Knowledge, Skills and Abilities

- Excellent written and verbal communication skills.
- Understanding of communications tools and social media platforms.
- Competency with digital design software such as Canva Pro, Adobe Creative Suite, etc.
- Ability to write reports, press releases, business correspondence, policies, and procedures.
- Ability to effectively build rapport and maintain positive relationships with local media, maintaining transparency and open lines of communication.
- Strong public speaking skills and ability to effectively present information and respond to questions from City Council, committees, and the public.
- Strong organizational skills with the ability to manage multiple tasks and deadlines.
- Demonstrated creativity and a willingness to contribute fresh ideas.
- Ability to work collaboratively in a team and adapt to a dynamic work environment.
- A proactive and enthusiastic approach to learning and applying new skills.



# CITY OF MORGAN'S POINT RESORT

- Ability to work evenings and weekends as necessary for meetings and local events.

## Physical Demands

*The physical demands herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential job functions.*

<b>Weight</b>	20
<b>Environment</b>	Mod. Noise
<b>Physical activity</b>	Light

- Incumbents may be required to work extended hours including evenings and weekends. Incumbents may be required to travel outside City boundaries to attend meetings.
- Work involves walking, talking, hearing, using hands to handle, feel or operate objects, tools, or controls and reach with hands and arms. Vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- The noise level in the work environment is usually not loud in the office but may be moderately loud when working in the field.
- Work may periodically require the employee to climb, balance, bend, stoop, kneel, and/or crouch.
- Incumbents may be required to push, pull, lift, or carry up to 20 pounds.

*Equal Employment Opportunity: In accordance with applicable laws, the City of Morgan's Point Resort is an equal employment opportunity employer and prohibits discrimination based on race, color, religion, national origin, gender, sexual orientation, gender identity, age, physical or mental disability, or veteran status. This policy applies to recruiting, hiring, transfers, promotions, terminations, compensation and benefits and also states that retaliation against any employee who files a complaint regarding possible violations of this policy will not be tolerated. All information will be kept confidential according to EEO guidelines.*

Please submit application materials and resume to:

[Katrice.jackson@mprtx.us](mailto:Katrice.jackson@mprtx.us)

Or Mail to:

City of Morgan's Point Resort  
Attn: Katrice Jackson  
8 Morgan's Point Boulevard  
Morgan's Point Resort, TX 76513