

Carnegie Borough – Employment Opportunity

Department: Borough Administration

POSITION DESCRIPTION

This position with the Carnegie Borough Administration will focus on community engagement efforts as well as grant research and management. In this role you will work under the supervision of the Borough Manager to raise public awareness, disseminate information, maintain the Borough website, and promote the organization, community, events plus stakeholders through online and offline channels. In addition, you will investigate, pursue, and administer alternative revenue sources through grant programs and rebates.

REQUIRED SKILLS, ABILITIES AND QUALIFICATIONS

- a. Communications experience, creating and implementing strategies, developing print and digital content, creating collateral materials, plus social media content.
- b. A bachelor's degree in communications, journalism, marketing, or PR is preferred.
- c. Ability to quickly produce accurate and detailed communications pieces; expertise with creating press releases, newsletter articles, and web content.
- d. Ability to share ideas, concepts and suggestions with senior staff and municipal partners.
- e. Ability to collaborate with several teams at once and manage multiple initiatives/projects simultaneously.
- f. Time management and general organizational skills.
- g. Computer hardware and software proficiency; experience with Microsoft Office suite, website content management, email marketing and social media networks, plus Adobe Creative Suite/Creative Cloud.
- h. Valid PA Driver's License

ASSIGNMENT RESPONSIBILITIES

This role will be responsible for the general duties within the administrative office, including scheduling of work, projects, and programs in as directed by the Borough Manager, and shall provide a monthly report to Council through the Administrative Committee.

ESSENTIAL DUTIES

- a. Identify, research, and pursue grant opportunities for capital and other Borough projects.
- b. Write Grant reports, track, collect, maintain, compile, and store all grant documents per funding source requirements.
- c. Administer grants including preparation of reimbursement requests and ensure compliance with specific grant requirements.
- d. Identify, research, and pursue rebate opportunities for qualifying Borough projects.
- e. Align public and business relations and community relations strategies and Community Engagement.
- f. Manage Citizen Engagement/request portal.
- g. Plan, manage and evaluate community programs, and community events.

- h. Identify and develop relationships with media personnel, community partners and agencies to promote projects, programs, and community events.
- i. Coordinate media requests and follow up, while serving as primary media (news) contact and public information officer as needed.
- j. Develop and maintain Borough's branding strategy.
- k. Gather content, write, design, and edit all promotional materials as well as take event and promotional photos when necessary.
- l. Write and publish website, blog, and email newsletter content; produce print materials.
- m. Measure and report on the effectiveness of Community Engagement activities, analytics.
- n. Assist with other external and internal Community Engagement duties as needed.
- o. Identify and develop outreach and educational opportunities.
- p. Develop an understanding of all aspects of local government.
- q. Serve as liaison to boards or commissions, as assigned by the Borough Manager.

PERIFERAL DUTIES

- a. Provide support for general office as a backup for telephone calls and walk in customers.
- b. Other administrative assignments as directed to ensure the efficient operation of the administrative office.
- c. Travel and attendance at daytime, evening, and weekend meetings/events/training as necessary.

EQUIPMENT USED

Adobe Creative Suite CS6, Word, Excel, PowerPoint, email, / website/e-newsletter software, QuickBooks, social media, printer, phone, photocopier, fax machine, and scanner. Must have a valid PA Driver's license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office settings. Occasional duties include visiting locations to research resident complaints, appearing in court and handling cash for community events. Hand-eye coordination is necessary to operate computers and various pieces of equipment.

While performing the duties of this position, the employee is occasionally required to stand, use hands to handle, feel or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to sit, climb or balance, stoop, kneel, or crouch, talk or hear and smell.

The employee must occasionally lift and/or move objects up to twenty-five (25) pounds.

Specific vision abilities required by this position include, close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment described here is representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this position, the employee occasionally works in outside weather conditions. The employee occasionally works near moving mechanical parts and in precarious places and is occasionally exposed to wet and/or humid conditions, fumes or airborne particles, toxic or caustic chemicals and risk of electrical shock.

The noise level in the work environment is usually quiet to moderate.

SELECTION GUIDELINES

Formal application, rating of education and experience, oral interview and reference check, background check and physical and job-related tests may be required.

The duties listed above are intended only as illustrative of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The position 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 organization and requirements of the position change.

ESTABLISHED

The description for the position of Carnegie Borough Administration shall remain in effect until otherwise revised or rescinded by appropriate authority. Any previous position descriptions pertaining to the position(s) described are hereby rescinded.