

Communications Paraprofessional

I. KIND AND LEVEL OF WORK

Paraprofessional communications work assisting professional employees in the Communications series and/or administering a portion of the agency's communication, public relations, and media relations programs. Incumbents in this classification rely on training and experience in communications to recommend, create and update communications content; to support marketing initiatives including website, email, and social media; and to provide technical expertise for communications projects.

II. DISTINGUISHING CHARACTERISTICS

Positions at the Communications Paraprofessional classification support professional communications work. Incumbents use knowledge of standard communication processes and priorities to complete work. Incumbents follow standard processes for posting new releases, developing content, and supporting communications functions.

Positions in the Communications Specialist 1 classification have a greater reliance on knowledge gained through academic or specialized training in communications as well as prior work experience. Incumbents follow procedures for work that are based on past communications practice and messaging as well as communications policy. Incumbents have more flexibility to deviate from standard procedures.

III. EXAMPLES OF WORK/DUTIES

(A position may not include all the work examples given, nor does the list include all that may be assigned.)

- Post and update standard content on the agency's Web site and social media outlets.
- Write routine press releases or other media communications to promote the agency and inform the public.
- Prepare or edit organizational publications, such as employee newsletters or stakeholder reports, for internal or external audiences.
- Provide targeted, timely communication to the public and other internal and external stakeholders through the use of website content, news releases, social

media, and email communications to engage and inform on agency messages and content.

- Provide project coordination and support to for the communications and marketing functions of the agency.
- Track, benchmark, measure, analyze, and report on effectiveness of digital content, promotions and campaigns.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Writing copy and marketing material sufficient to produce communications for internal and external audiences.
- Digital promotion/content creation and editing to attract and engage with customers/clients/stakeholders through social media, website, and other forums.
- Basic knowledge of communication and distribution techniques and methods.

Skill in:

- Spelling, punctuation, grammar, copy writing, editing, and proofreading skills sufficient to write, edit and produce communications.
- Graphic design skills to develop creative for print and digital mediums that ensure consistency with brand and marketing goals.
- Software/applications (such as content management systems, customer relationship management, marketing automation, desktop publishing, etc.) to create and disseminate information.

Ability to:

- Use social media platforms to effectively communicate agency's messaging.
- Use Smartphone, tablet, mobile devices, etc. to best utilize their capabilities.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established 3/2023

Revised