

City of Johnston

Class Specification

Class Title: Communications Coordinator

Class Code: X201

Group/Pay Range: N

FLSA Status: Exempt

Entrance/Promotional: Entrance

Reports To: City Administrator

Approval Date: 05/15/2026

Job Summary:

Under the general direction of the City Administrator, the communications coordinator leads, plans, develops, implements, and evaluates citywide communication strategies to enhance public engagement, maintain brand consistency, and support organizational goals. Serves as a key liaison for media, community outreach, digital platforms, and internal coordination, ensuring timely, accurate, and effective messaging aligned with City Council and City Administrator priorities.

Essential Job Functions:

The following duties are normal for this position but dependent upon the level of skill, ability, and experience of the individual. They are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Develops, leads, and implements a comprehensive citywide marketing and communications plan across various media platforms; maintains consistent brand voice, visual identity, and messaging standards across all citywide materials, providing templates and guidelines for staff use.
- Coordinates and implements the city's internal and external public relations functions across a range of print and digital communication tools; prepares news releases and media alerts; designs brochures and public information pieces on a wide range of issues affecting the city and its residents.
- Develops, implements and maintains crisis communications and internal communications plans to ensure the city is ready to respond immediately in the event of a crisis or natural disaster. Capable of acting as city spokesperson, while working in close coordination with Johnston public safety officials, City Administrator, and other city leadership.
- Coordinates marketing materials and consistency of messaging to capitalize on city's brand/identity, which includes working with each department in the city to develop unified and coordinated

marketing and communications plans to ensure all forms of communication are coordinated, timely, accurate, and “on message” to promote credibility, public trust, and the best interests of the City of Johnston.

- Oversee and optimize the city’s website and other digital content in collaboration with various city employees, and coordinate the development of future online solutions impacting the city and its residents.
- Assists in preparing various organizational publications including, but not limited to annual reports, brochures, flyers, and other informational publications on issues affecting the city and its residents using various graphic design software packages.
- Conduct research and manages the bi-annual community and business survey and makes recommendations on complex administrative projects and issues.
- Prepares materials for and assists in the presentation of matters to the City Council.
- Prepares correspondence, reports, and publications including, but not limited to letters, annual reports, brochures, flyers, and other informational publications on issues affecting the city and its residents for the Mayor and City Council, City Administrator, and city departments.
- Receives and works with appropriate elected officials, leadership, and staff to effectively respond to citizen issues, concerns or feedback.
- Provides oversight of the photo/video repository for use in communications/marketing materials.
- Manage access to and consistency of city-branded items (letterhead, templates, stationery, etc.) to ensure staff can easily access appropriate materials and to maintain the integrity of the city brand and image in coordination with IT and other departments. Disseminate and encourage organization-wide use of common templates, fonts, etc.
- Writes and implements a plan for the city’s use of social media tools in communicating with the public; assists with the development of policies regulating the use of such tools.
- Promotes special events and informational meetings.
- Organizes, directs, and coordinates the activities of the communication specialist, including scheduling, supervising, and monitoring their work.
- Performs other related duties as required.

The City of Johnston is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with the Employer.

Commented [BM1]: Do you want this person preparing things directly for council, or would it be best filtered through CA?

Commented [MP2R1]: The elected officials have had a good practice of funneling such item through me or at least copying me on the information. I don’t need to be the gatekeeper.

Commented [BM3]: Same as prior comment

Commented [MP4R3]: Same as prior comment

Commented [BM5]: I think we should mention in coordination with IT.

Commented [MP6R5]: ok

Commented [BM7]: I would recommend keeping this out of the job description unless we know we are backfilling the role. It is something we will add in if/when we are ready to fill it.

Commented [MP8R7]: Agree

Required Knowledge, Skills and Abilities:

- Knowledge of current social media, website and digital trends.
- Understanding of the effective use of graphic arts in communication.
- Complete functional knowledge of the workings of media, public relations and marketing to maintain the city's brand.

Acceptable Experience, Training and Other Qualifications:

- Bachelor's degree in Communications, Journalism, Marketing, Graphic Design or related field.
- Three (3) to Five (5) years' professional progressive experience in television, communications or public information, marketing/promotions or closely related field which includes computer application experience.
- Candidates for positions in this class must pass a pre-employment drug screen.
- Possession a valid Iowa driver's license or evidence of equivalent mobility.
- Ability to successfully complete a background investigation.

Physical Requirements and Work Environment:

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively in person with others and via telephone;
- Sufficient vision or other powers of observation, with or without reasonable accommodation, which permits the employee to function in a normal office environment and television production environment;
- Sufficient manual dexterity, personal mobility, and physical reflexes, with or without reasonable accommodation, which permits the employee to function in a normal office environment and television production environment;
- Ability to lift and carry up to 50 lbs. without assistance.

NOTE: This job description is not intended to be all inclusive. Employees may need to perform other duties consistent with the role and function of the classification as required.