Communications Coordinator

DEPT: Office of the City Administrator FLSA: Exempt
DIV: Public Relations EEOC: Professional

DATE: November 2025



POSITION SUMMARY

The Communications Coordinator supports Lehi City's external communication efforts across social media, the City website, and other public platforms. This role helps build and maintain the City's brand through strategic messaging, public outreach, and timely information sharing. A major focus is managing the City's social media presence, planning content, creating posts and graphics, monitoring conversations, and responding to resident questions, including on the active Facebook City Chat. The coordinator also assists with event promotion, website updates, media relations, and citywide informational materials, and serves as Acting Public Information Officer (PIO) when the Communications Manager is unavailable, including during emergencies.

SUPERVISION RECEIVED

Works under the general guidance and direction of the Communications Manager.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

Social Media & Digital Communication

- Manage, plan, and execute the social media content calendar for Lehi City and the Legacy Center.
- Create engaging posts, graphics, and digital content that communicate timely information to residents.
- Monitor social media platforms and respond to resident questions, comments, and concerns.
- Track and analyze engagement metrics to strengthen outreach strategies.
- Design and produce program flyers and promotional materials for the Legacy Center.
- Lead the creation and layout of the Legacy Center's seasonal mailers.

Public Outreach & Messaging

- Assist with developing and implementing strategic communications plans for City initiatives and programs.
- Craft clear, accurate messaging for community updates, announcements, and public information campaigns.
- Ensure consistent branding and messaging across all communication channels.
- Support the promotion of City and Legacy Center events through digital and print materials.

Website & Content Management

- Update and maintain City and Legacy Center website content to ensure accuracy and accessibility.
- Post announcements, event information, emergency notifications, and other public updates.

Graphic Design & Publications

- Design flyers, digital graphics, and marketing materials for City communication needs.
- Lead the design and production of the Legacy Center's seasonal mailer (similar to the Info Guide), including content planning, layout, and coordination with departments.

Resident Engagement

- Respond to resident messages, comments, and inquiries across social platforms and communication channels.
- Provide timely, accurate information that reflects the City's values and service standards.

Media Relations & PIO Support

- Assist with writing press releases, media advisories, talking points, and official statements.
- Coordinate with media outlets as directed by the Communications Manager.
- Serve as Acting PIO when the Communications Manager is unavailable, including during emergencies.
- Support emergency alerts and public safety messaging.

Other Duties

• Collaborate with departments to gather details for public communication.

- Support special projects as assigned by the Communications Manager.
- Maintain communication archives, records, and content libraries as needed.

Performs other duties as assigned.

MINIMUM QUALIFICATIONS

- 1. Education and Experience:
 - A. Bachelor's degree in communications, public relations, marketing, business, public administration, or related field

AND

B. One (1) to two (2) years of related experience in a position of progressively more responsible experience, including in project management, media relations, public affairs, marketing, and/or intergovernmental relations.

OR

C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

- Considerable knowledge of customer service principles, public relations, media relations, and intergovernmental cooperation.
- Working knowledge of web management, social media platforms, mobile applications, and computer software
 including word processing, desktop publishing, and web development.
- Ability to communicate clearly and effectively both verbally and in writing with diverse audiences.
- Ability to maintain tactful and professional contacts with City departments, elected officials, the media, and the public.
- Analytical ability to prioritize tasks, work under pressure, and manage multiple conflicting priorities.
- Skilled in using social media, websites, and digital communication tools for broad public outreach.
- Ability to operate personal computers and proficient use of Adobe Creative Suite and Microsoft Office products.

Special Qualifications:

Valid Utah Class D Driver License

3. Work Environment:

Typical office setting with typical climate controls. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, and not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not
intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or
create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions
of this description at any time as needed without notice. This job description supersedes earlier versions.
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	have reviewed the above job description.	Date:	
(Employee)	•		