

# 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.

*(Employee)*