

CITY OF FRANKLIN, INDIANA

POSITION DESCRIPTION

POSITION: City Hall Receptionist / Administrative Assistant
DEPARTMENT: Mayor's Office
STATUS: Full-Time
FSLA STATUS: Non-exempt
DATE WRITTEN:
DATE REVISED:

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. Regular and dependable attendance on the job site is required. The requirements listed in this document are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent serves as City Hall Receptionist/Mayor Admin Assistant; responsible to serve and assist the visitors and callers of City Hall professionally and efficiently, and perform any office related duties.

PRIMARY JOB RESPONSIBILITIES

Requires regular and dependable attendance for hours of operation are 8:00 am – 4:00 pm.

Welcomes visitors by greeting them, in person or on the telephone; answering or referring inquiries.

Directs visitors by maintaining employee and department directories; giving instructions.

Notifies City officials of visitor arrival and escorts to location as needed.

Receives and distributes daily mail and departmental correspondence.

Assists in responding to phone calls, emails and other forms of communication.

Responsible for providing secretarial support to the Mayor's office.

Maintains City Hall's date/time stamp machine.

Receives meeting schedules for all City boards and commissions and posts them in the City Hall lobby bulletin board.

Prints and posts all holiday closing signs for City Hall.

Assists in scheduling meetings and appointments to their respective rooms.

Processes claims and maintains financial records for the Mayor's Office and City Hall.

Orders supplies for City Hall and the Mayor's office.

Responsible for keeping the copier supplied with paper.

Coordinates all maintenance issues for City Hall.

Responsible for ordering funeral sprays and/or sympathy cards for employees' deceased family members.

Maintains employee's service year records for the service awards given each year.

Responsible for sending hand addressed birthday cards to all employees and active adult center members.

Responsible for sending hand addressed Christmas cards to all local businesses and vendors.

Assists in the preparations for the employee Christmas dinner as well as collects donations for the gift raffle.

Decorates the first and second floor for Christmas holiday.

Coordinates and assists in the Kuji preparations.

Performs any and all related functions as required or assigned.

APPLICANT/EMPLOYEE ACKNOWLEDGEMENT

The position description for the position of City Hall Receptionist/Administrative Assistant describes the duties and responsibilities for employment in this position.

I acknowledge that I have received this position description, and understand that it is not a contract of employment. I am responsible for reading this position description and complying with all job duties, requirements and responsibilities contained herein, and any subsequent revisions.

Is there anything that would keep you from meeting the position duties and requirements as outlined?

Yes _____ No _____

Applicant/Employee Signature

Date

CITY OF FRANKLIN, INDIANA

POSITION DESCRIPTION

POSITION: Director of Marketing
DEPARTMENT: Mayor's Office
STATUS: Full-Time
FLSA STATUS: Non-Exempt
DATE WRITTEN:
DATE REVISED:

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. Regular and dependable attendance on the job site is required. The requirements listed in this document are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent serves as the Marketing Director for the City of Franklin, Mayor's Office, responsible for the creation and management of a variety of visual and written marketing materials to promote the City's brand, activities, and facilities and create a favorable public image. Develop and implement of a comprehensive marketing & social media marketing plan.

Incumbent also assists with management of the City's website, tourism app, and online presence. Works closely with the Director of Public Relations to keep City messages and image aligned.

GENERAL SUMMARY

Implement, coordinate, and analyze strategies to market the City of Franklin through a variety of media, marketing and promotional tools and social media.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Plans, writes, designs, edits, and disseminates information by using a variety of mediums in accordance to the mission and vision of the City of Franklin to the public via advertisements (print/online), website, brochures, flyers, posters, etc. for all city departments, activities, and projects. Establish and track budget for appropriate advertising and promotional materials.

Responsible for all brand management and ensure that all promotional materials (print/online) conform with City of Franklin identity standards.

Oversees and manages social media pages (Facebook, Twitter, NextDoor) for all City of Franklin Departments and responsible for running reports on Archive Social to provide public information requests.

Develops and implements a 3-year marketing strategy for the City of Franklin. Researches and analyzes all strategy elements deliver key messages to target audiences using communication tools as appropriate within budget and timeframes to accomplish goals.

Manages, maintains, advertises the City website (desktop/mobile) SEO, navigation, content and photos. Coordinate website training with departments to keep knowledge of page content current and updated.

Create/edit all content, maintain, and promote awareness for Franklin tourism app via advertisements,

website, social media, flyers, etc.

Develops, implements, and monitors annual goals, objectives, and activity/performance measures for the marketing to determine progress.

Identifies topics for human interest and educational stories that support the City's mission, writes stories on identified projects, and monitors the media for topics affecting the City and its residents.

Proficient in photo collecting, editing, and archiving a photo file system on all marketing related materials for city departments.

Correspond and collaborate with the Director of Public Relations to ensure all strategies and key messages are aligned with the favorable tone and image of the City of Franklin.

Works closely with the Chamber of Commerce, Discover Downtown Franklin, and Franklin Schools and Franklin organizations that promote/advertise tourism and recruitment for the City of Franklin.

Normal hours of operation will be 8am-4:30pm. Nights, weekends, and holidays may be required upon request.

COMPETENCIES

An employee's performances will be evaluated based on five competencies: Job Knowledge, Teamwork, Customer Service, Flexibility, Work Ethic.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

Methods to test effectiveness of marketing

Objectives and principles of marketing

Basic marketing and promotional techniques and their application to leisure services.

Emergency procedures including First Aid.

Skill in:

Effective English oral and written and public speaking.

Analyzing effective marketing strategies/campaigns and reporting results.

Managing budgets and monitoring use of supplies.

Planning and coordinating multiple projects.

Ability to:

Think strategically and creatively.

Plan strategies and execute tactics intended to increase business and participation in programs and services.

Respond to requests or inquiries from the general public

Establish and maintain effective working relationships with those contacted in the course of work including the general public.

Meet the City's driving standards

Regular and dependable attendance is required

PHYSICAL DEMANDS/WORK ENVIRONMENT

Maintain effective audio-visual discrimination and perception needed for:

making observations
reading and writing
operating assigned equipment
communicating with and instructing others.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

walking, standing and sitting for extended periods of time
occasionally lift, carry and push/pull objects weighing up to 34lbs.
bending, twisting, squatting, kneeling and reaching above the shoulder

APPLICANT/EMPLOYEE ACKNOWLEDGEMENT

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Yes _____ No _____

Applicant/Employee Signature

Date

CITY OF FRANKLIN, INDIANA

POSITION DESCRIPTION

POSITION: Director of Public Relations
DEPARTMENT: Mayor's Office
STATUS: Full-Time
FLSA STATUS: Exempt
DATE WRITTEN:
DATE REVISED:

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. Regular and dependable attendance on the job site is required. The requirements listed in this document are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent serves as the Director of Public Relations for the City of Franklin, Mayor's Office, primarily responsible for developing and maintaining mutually beneficial relationships between the City of Franklin and the public. Incumbent serves as a liaison between the public and the city by engaging in an open citizen dialogue to effectively communicate the mission and vision of the city. Incumbent will manage Mayor's office and oversee all staff in the Mayor's office.

GENERAL SUMMARY

Implement and coordinate PR strategies for the City of Franklin to create and maintain a favorable public relations image for the City through mission, vision, and role of the departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Plans, writes, edits, and disseminates information to the public via press releases and various media outlets such as online or broadcast media for all City of Franklin activities. This includes, but is not limited to, current and future city projects, department information, city updates, and any information pertinent to residents of Franklin.

Must display a thorough knowledge of Department and City policies and procedures, and the abilities to apply them in order to complete assigned work responsibilities.

Establish, develop and maintain positive relationships with media contacts to effectively communicate.

Ability to maintain and catalog a file system of press releases, publications, and media broadcasts.

Ability to respond to citizen inquiries and complaints both in person and electronically in a timely manner appropriately and professionally. Direct inquiries to appropriate department contacts and follow-up when necessary.

Responsible for assisting in preparation for public meetings/hearings.

Responsible for assisting in responding to Mayor's phone calls, emails and other forms of communication.

Works closely with the Chamber of Commerce, Franklin Schools, Discover Downtown Franklin, and organizations that promote a positive image of the City of Franklin.

Plan and direct public relations programs and special events designed and created to maintain favorable public

image for the City of Franklin.

Assist in the planning and execution of the emergency response plan.

Research media coverage and industry trends to ensure the effectiveness of current communication strategies.

Assist in social media campaigns and content.

Manage and coordinate the Franklin Mayor's Youth Leadership Council and Franklin Community High School.

Coordinates scheduling and logistics for Mayor.

Assists Mayor in administrative duties as assigned by the Mayor.

Assist Mayor in meetings and follow up with schedule and logistics.

Manage staff in Mayor's office: Approve time cards. Approve vacation and time off requests. Assist in disciplinary action.

Manage Mayor's office budget and oversee all expenditures.

Perform any and all related functions as required or assigned.

Normal hours of operation will be 8am-4:30pm. Nights, weekends, and holidays may be required upon request.

COMPETENCIES

An employee's performances will be evaluated based on five competencies.

Job Knowledge

Teamwork

Customer Service

Flexibility

Work Ethic

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

Methods to test effectiveness of public relations

Objectives and principles of public relations

Basic public relations and promotional techniques and their application to leisure services

Emergency procedures including First Aid

Skill in:

Effective English oral and written and public speaking

Managing program survey and reporting results

Managing budgets and monitoring use of supplies

Planning and coordinating multiple projects

Ability to:

Think strategically and creatively

Plan strategies and execute tactics intended to increase business and participation in programs and services

Respond to requests or inquiries from the general public

Establish and maintain effective working relationships with those contacted in the course of work including the

general public
Meet the City's driving standards
Regular and dependable attendance is required

PHYSICAL DEMANDS/WORK ENVIRONMENT

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