



Job Vacancy

Class Title:	Special Events and Social Media Coordinator
Salary:	\$20.05 - \$30.07

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

JOB SUMMARY

Responsible for planning, executing, and promoting events (internal or external) while also managing social media platforms to increase engagement, awareness, and attendance.

ESSENTIAL FUNCTIONS

Plan and execute special events (fundraisers, conferences, community events, galas, product launches, etc.).

Coordinate logistics (venues, vendors, catering, A/V, décor, schedules).

Manage event budgets and timelines.

Collaborate with internal teams and external partners/sponsors.

Oversee event setup, execution, and post-event wrap-up.

Develop and implement a content strategy across platforms (Instagram, Facebook, LinkedIn, TikTok, X/Twitter).

Create engaging posts, stories, reels, and videos tailored to target audiences.

Promote upcoming events through paid and organic campaigns.

Monitor analytics and adjust strategy to maximize reach and engagement.

Engage with followers and respond to messages/comments to build community.

Create multimedia content for social media channels using photo, video, graphic design, animation, and new and emerging technologies.

Maintain, update, and grow Austell's social media channels.

Create flyers, annual reports, and similar printed items to internal and external audiences.

Prepare news releases and social media posts regarding Austell's incidents, special events, programs or meetings as needed.

Special Events and Social Media Coordinator

Prepare various presentations using a variety of technologies.

Respond to requests for information from officials, employees, members of the staff, the public, news media, or other individuals; use departmental records management system to locate and disseminate information to the same.

Public speaking; ability to speak in front of groups, reporters, or press conferences.

Establish and maintain files of news releases, newspaper articles, and other public information documents as required.

Performs other related duties as assigned.

KNOWLEDGE, SKILLS, and ABILITIES

Strong organizational and project management skills.

Excellent written and verbal communication.

Knowledge of major social media platforms and analytics tools.

Creativity in content creation (graphic design, photography, video editing a plus).

Ability to multitask and work under deadlines.

Ability to understand the organization and operation of the city and of outside agencies as necessary to assume assigned responsibilities.

Ability to understand, interpret, and apply general and specific administrative and departmental policies and procedures.

Ability to implement and maintain standard filing systems; use both numeric and alphabetical filing systems; and maintain manual and computerized records.

Ability to make sound and reasonable decisions in accordance with laws, ordinances, regulations, and established procedures.

Ability to work independently as well as in a team environment.

Ability to communicate clearly and concisely, both orally and in writing.

Ability to communicate effectively with elected officials, staff, and the public.

Ability to establish and maintain effective working relationships with those contacted in the course of work.

Strong organizational skills and attention to detail.

Special Events and Social Media Coordinator

Proficiency with Microsoft Office (Word, Excel, Outlook).

MINIMUM QUALIFICATIONS

High school diploma or equivalent required; college coursework in Public Relations, Communication, Journalism, Marketing or a related field preferred.

PHYSICAL DEMANDS

Work is typically performed in an office where the employee is intermittently sitting, standing, walking, bending, crouching, or stooping.

Ability to lift and carry equipment or supplies (25-50 pounds).

WORK ENVIRONMENT

The work is regularly performed without exposure to adverse environmental conditions. During outdoor events, there during various weather conditions (sun, rain, wind).

The City of Austell is an Equal Opportunity Employer. The City of Austell does not discriminate based on race, color, national origin, sex, religion, age or disability in employment or the provision of services. In compliance with the American with Disability Act, the city will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.