

COMMUNICATIONS ASSISTANT

Definition

Under direction, assist in the production of a comprehensive internal and external communications program for the City of Monterey. Perform difficult and responsible community education and outreach duties in developing and maintaining the City's Web site and IntraWeb as well as other collateral material, including brochures and flyers; providing training for City staff on communications related programs and services; and executing related work as required.

Examples of Duties

Develop new Web pages; edit/maintain existing City Web pages; work with other City staff to determine Web needs for various departments; make recommendations on prioritizing needs for each dept.; assist other City staff with questions about posting and maintaining Web pages; train City staff on Web development software and provide ongoing support. Assist in the development of marketing/promotional material; work directly with other City staff to determine needs for various departments; serve as office photographer; design Web banners, photo collages. Support and coordinate general office tasks for the Community Education & Outreach Office, such as: distribute and proofread *City Focus/CityTalk* newsletters and news releases; check in/out video equipment; update graphic slides for cablecasting on Ch. 25, as necessary; support volunteer services' database, Internet and IntraWeb updates; answer inquiries and complaints on a variety of subjects and direct community members to other City offices and government agencies; provide media related support and special event planning assistance.

Employment Standards

Education and Experience

Any combination equivalent to graduation from high school and three years of experience maintaining and developing Web pages, including html coding and using Java script. Experience in providing one-on-one and group training in Web development and design, FrontPage experience preferred. Experience in helping and serving customers in one-on-one situations.

Knowledge and Abilities

Knowledge of: Microsoft FrontPage 98/2000/02 or equivalent software, Microsoft Word, QuarkXpress or equivalent design software, Adobe Illustrator, Adobe Photoshop, html coding and java script. Familiarity with Microsoft Publisher, Microsoft Excel, Adobe Acrobat, WinZip and Flash MX, office practices and procedures. Excellent communications skills, verbal and written.

Ability to: Develop Web pages and provide training on maintaining and creating Web pages. Dependable, accurate and detail oriented. Able to work independently and manage work schedule. Customer service oriented.

Licenses or Certificates Required

Must possess a valid California Drivers License.