



**OPPORTUNITY
WITHIN THE
CITY OF LA MARQUE**

POSITION AVAILABLE: EDC PUBLIC RELATIONS SPECIALIST

GENERAL DESCRIPTION:	Under direction of the La Marque Economic Development Director, the EDC Public Relations Specialist supports the planning and organizing of comprehensive public information, media relations, social media, event management, graphic design, and marketing campaigns pertaining to programs of La Marque Economic Development Corporation. This position plans and conducts programs designed to draw new businesses to La Marque, and retain existing businesses.
MINIMUM TRAINING/EXPERIENCE:	<ul style="list-style-type: none">• Minimum of a bachelor's degree in communication, journalism, marketing, or related field.• Minimum 3 years experience in journalism, public relations, marketing communications or media production.• Ability to write and edit in AP Style.• Current or previous leadership management role over people, projects, and programs in a communication environment desirable.• Experience working with the news media.
SALARY:	\$55,000 - \$ 65,000 Annually (Depending on Qualifications) plus \$1,000 a month Car Allowance
DEADLINE:	Open Until Filled

An application must be completed and may be obtained on the City's website at www.cityoflamarque.org Go to the "Employment" tab to print an Employment Application. Employment Applications may be hand delivered or mailed to the City of La Marque City Hall at the address listed below. The City of La Marque is an Equal Opportunity Employer (EOE).

City of La Marque
1111 Bayou Road
La Marque, Texas 77568

See Job Description & Employee Benefits attached.

Title: Public Relations Specialist

Grade Level:

Department: Economic Development Corporation

FLSA Status: Exempt

Reports to: EDC Executive Director

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Essential Job Functions: (must be completed with or without accommodations)

- Adhere to all City policies and procedures as outlined in the Employee Handbook, in particular:
 - Attendance Policy
 - All Safety Policies and Procedures
 - Appropriate business attire for office personnel
 - Brand Style Guide
 - Social Media Policy
 - Press Policy
 - This position works with EDC Director, EDC Board of Directors, but will also work alongside City and County officials, the local business community, city staff and the general public.
 - Serves as the Public Information Officer for LMEDC and assists PIOs for City of La Marque, Police, Fire, Parks, etc. Coordinates media interviews and monitors media for EDC reliable coverage.
 - Prepares and distributes press releases and maintains record of press releases and media content for the EDC. Regularly provides written articles about specific EDC programs or activities to newspapers, radio, television stations and social media outlets.
 - Communicates with the media responding to inquiries and requests for information. Answers in-coming calls and provides information as required or routes callers to the appropriate person(s).
 - Performs regular maintenance of information on the EDC's website and Ch 16. Create online tools and resources for La Marque businessowners and community stakeholders.
 - Gathers information, writes, and edits articles for the community newsletter and other regional and national publications.
 - Performs graphic design, layout, and composition for the EDC website, social media, newsletters, and other communication tools, such as welcome packets for current and new residents and businesses.
 - Creates marketing and promotional materials for special events, property marketing, programs, and maintains educational material for social media, print media, and other media outlets as needed.
 - Interacts with users of the EDC and City social media sites pertaining to business activity, to provide accurate and timely responses to their questions or concerns regarding EDC projects. Monitors /edits online communication, including Web and social media sites. Posts daily to social media sites.
 - Follows City Brand Style Guide and acts as the brand manager for the EDC.
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- Attends all La Marque Economic Development Corporation Board Meetings, as well as special committee and City Council meetings as requested.
 - Serve as the photographer for the EDC.
 - Performs other duties as assigned.

Education / Experience Requirements:

- Minimum of a bachelor's degree in communication, journalism, marketing, or related field.
- Minimum 3 years experience in journalism, public relations, marketing communications or media production.
- Ability to write and edit in AP Style.
- Current or previous leadership management role over people, projects, and programs in a communication environment desirable.
- Experience working with the news media.

Desired Skills and Character Traits:

- Bilingual: Spanish and English desired.
- Strong writing skills.
- Ability to communicate tactfully, courteously, and effectively with council members, city staff, media, and general public.
- Skilled in verbal communications, including public speaking.
- Advanced knowledge of Adobe Creative Suite and the ability to perform video editing, graphic design, photo editing.
- Advanced knowledge of Microsoft Office programs.
- Skilled in using social media including Facebook, Twitter, Instagram, YouTube, etc. to communicate information to the public in a professional manner.
- Knowledge of the programs to record analytics and maintain social media.
- Must have a Texas driver license and a good driving record.
- Ability to understand and practice professional decorum.
- Knowledge of government regulations, rules, and procedures of the City.
- Advanced interpersonal skill to handle sensitive and confidential situations and documentation.

Scheduled Working Hours:

- Full-time workweek is 40+ hours. Hours of work to be assigned by EDC Director.
- Position requires a standard work schedule that occasionally may include evening and/or weekend hours.
- Attendance is an essential function of this position. Must report to work as scheduled in a timely manner.

EMERGENCY OPERATIONS CLASSIFICATION, TIER 2: Employees with specific responsibilities who relieve tier 1 employees.

Benefits for City of La Marque Employees

Medical Insurance (Blue Cross Blue Shield): City pays the full premium for the employee only. Dependent coverage is offered but is paid by the employee.

Dental/Vision/Life Insurance (MetLife): City pays the full premium for Dental Insurance for the employee only. Dependent Insurance is offered but is paid by the employee.

City offers Vision Insurance for employee & dependents but not paid by the City. Very low premium offered to the employees.

Life Insurance: \$50,000 Basic Life Insurance for an employee.

All insurance does not go in to effect for new hires until 30 days after their hire date and the first of the next month.

TMRS (Texas Municipal Retirement System): Each employee contributes 7% of salary per pay period into the TMRS retirement system. Once the employee is vested (5 years of service), the City matches it 2-1 by time of retirement. Eligibility for retirement is 20 years of service or reaches age 60 whichever comes earlier plus vested five years.

Vacation/Sick Leave: Each employee earns 6.7 hours of vacation per month and 8 hours of sick leave per month.

Holidays: Employees have 12 paid holidays a year.

New Year's Day

Martin Luther King Birthday

Good Friday

Memorial Day

Juneteenth

Independence Day

Labor Day

Veteran's Day

Thanksgiving Day

Day after Thanksgiving

Christmas Eve

Christmas Day

Longevity Pay: When an employee reaches 12 months of service with the City, the employee will start earning \$6.00 a month of longevity pay. The next November they will receive a paper check for the total accumulated. It adds up every year.

ICMA (457 Plan): This is similar to a 401K. A 457 Plan is a retirement savings plan and investment vehicle with tax advantages. This is a supplemental retirement plan offered to employees besides the TMRS plan.

Deer Oaks Employee Assistance Program: A free, confidential benefit offering short-term counseling, resources and referrals for employees and the employee's dependents.

Premier Pension Solutions (Section 125 Cafeteria Plan): This is a Health Care Flexible Spending Account (FSA) and /or Health Reimbursement Account (HRA) dollars can be used for a variety of out-of-pocket health care expenses that qualify as federal income tax deductions under Section 213(d) of the internal Revenue Code ("IRC").