



The Town of Golden Beach Job Description

COMMUNICATIONS & COMMUNITY ENGAGEMENT SPECIALIST

Job Code:

EEO Class Code: Official / Administrator

Union Status: Unclassified

FLSA Code: Exempt

Department: Resident Life

Supervises: None

Position Reports To: Resident Life Director

Salary: \$60,000 to \$70,000 / Annually

Job Specifications:

NATURE OF WORK:

The Communications & Community Engagement Specialist will manage the Town's marketing, communications, website, and community outreach. This hands-on position keeps residents informed about Town services, activities, facilities, and opportunities to participate via consistent, engaging written and visual content. They will work closely with the Resident Services Specialist, Wellness Center staff, and park staff to support year-round programming and ensure residents can easily find activity information, schedules, registration links, and updates.

ILLUSTRATIVE TASKS:

- Develop and maintain a coordinated marketing and communications calendar for Town programs, services, projects, and community activities.
- Manage and regularly update the Town's website, including program descriptions, facility information, calendars, announcements, and registration links.
- Create and publish weekly activity updates across the website, social media, email, and other Town communication channels.
- Develop promotional campaigns that increase resident awareness, participation, and use of Town programs and facilities.
- Write and design newsletters, flyers, digital announcements, social media posts, and other promotional materials.
- Maintain consistent branding, messaging, and visual presentation across Town communications, facility displays, and promotional materials.
- Capture and edit photographs and short videos showcasing Town programs, events, facilities, and community life.
- Coordinate with the Resident Services Specialist to promote activities, resident engagement opportunities, and community events.
- Work with Wellness Center and park staff to develop and promote a year-round programming calendar, including classes, recreation, wellness activities, and seasonal events.

Communications & Community Engagement Specialist

Updated 10/2/26

- Ensure promotional materials include accurate schedules, locations, contact information, and functioning registration or information links.
- Coordinate timely reminders, schedule changes, cancellations, and follow-up communications with the staff responsible for each program.
- Support event planning and execution through promotion, registration communications, signage, photography, and on-site coverage.
- Prepare press releases and coordinate media outreach and inquiries under the direction of designated Town leadership.
- Monitor website traffic, social media engagement, and promotional results; use resident feedback and participation data to improve outreach.
- Maintain an organized archive of photographs, videos, graphics, and published materials.
- Follow established approval procedures and assist with urgent public information updates as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- Experience in promoting recreation, wellness, hospitality, community programs, or municipal services
- Demonstrated ability to create engaging graphics, photographs, short videos, and digital content.
- Knowledge of website content management systems, email marketing platforms, social media tools, and graphic design software.
- Ability to manage multiple deadlines, verify information, and coordinate effectively with staff across departments.
- Familiarity with online registration platforms
- Strong verbal and written communication skills; editing and proofreading skills
- Must be fluent in spoken and written English with an ability to communicate in Spanish
- Strong organizational, communication, and problem-solving skills

MINIMUM REQUIREMENTS:

- Associate's or bachelor's degree in marketing, communications, public relations, digital media, or a related field, or an equivalent combination of relevant education and experience.
- At least two years of experience in marketing, communications, social media management, website content management, or related work.
- Availability to attend and cover scheduled evening and weekend programs and events.

SUPERVISION RECEIVED:

General supervision is received from the Resident Life Director or designee who reviews work for satisfactory performance of duties and for attainment of desired goals and objectives.