



# TOWN OF SILVERTHORNE

## JOB DESCRIPTION

<b>TITLE:</b>	Communications and Business Outreach Coordinator
<b>DEPARTMENT:</b>	Communications
<b>JOB STATUS:</b>	Full Time
<b>FLSA STATUS:</b>	Exempt
<b>SUPERVISOR:</b>	Communications Director
<b>CREATION DATE:</b>	December 2025

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### **JOB SUMMARY**

Responsible for planning, designing, and preparing Town marketing, communications, and business-related content in partnership with the Communications Director, in all marketing formats. This position will also manage social media channels, Town newsletters, and assist with maintaining the Town website.

### **ESSENTIAL JOB DUTIES**

- Assists the Communications Director in various communications, engagement, and administrative duties related to Town programs, events, and initiatives, including communications campaigns, business engagement plans, marketing plans, and strategic messaging.
- Collaborates with Town departments, community partners and organizations to write clear, accurate and appropriate content for various Town communication platforms and audiences.
- Helps prepare various communications and engagement materials, including news releases, blog posts, presentations, surveys, speeches and reports for social media, traditional media, digital, print, multimedia, and other channels as appropriate.
- Responsible for Town social media, including creating posts, managing social event calendars, paid advertising, and overseeing social media management software. Uses social media analytic tools to assess the success of social media campaigns and prepare analytic reports for the Communications Director.
- Assists with updating the Town's website and auditing content for accuracy, timeliness, and accessibility.
- Develops and establishes collaborative partnerships with businesses to increase engagement with Town services and solicit feedback on inclusion.
- Represents the Town at various media events, tradeshows, and conferences.
- Assists Communications Director/Public Information Officer with critical incidents and emergencies as part of the Town's crisis communications team.

### **REQUIRED QUALIFICATIONS / SKILLS**

- Advanced written and verbal English communication skills.
- Two years of experience with social media management.
- Two years of experience with website management.
- Two years of experience creating marketing and communication materials.
- Advanced Microsoft Office skills.

### **PREFERRED QUALIFICATIONS / SKILLS**

- Advanced written and verbal Spanish communication skills.
- Bachelor's Degree in Marketing, Journalism, Business, or a related field.
- Advanced skills with Adobe Creative Suites and video production software.
- A valid Colorado driver's license at time of hire.

### **PHYSICAL REQUIREMENTS**

- Ability to work changing hours when needed. This includes, but is not limited to, very late evenings or very early mornings.
- Stooping. Bending body downward and forward by bending spine at the waist.
- Reaching. Extending hand(s) and arm(s) in any direction.
- Standing. Particularly for sustained periods of time.
- Pushing. Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.
- Pulling. Using upper extremities to exert force in order to draw, haul or tug objects in a sustained motion.
- Lifting. Raising objects from a lower to a higher position or moving objects horizontally from position-to-position.
- Fingering. Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping. Applying pressure to an object with the fingers and palm.
- Talking. Expressing or exchanging ideas by means of the spoken word.
- Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make discriminations in sound.
- Repetitive motion. Substantial movements (motions) of the wrists, hands and/or fingers.
- Medium work. Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Visual acuity. The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading. Required to have color vision to perform design activities for various formats of marketing materials.

### **WORK ENVIRONMENT**

- The worker is not substantially exposed to adverse environmental conditions and will work in a typical office environment.
- The worker may work outside on occasion in varying weather conditions.