

WE ARE HIRING

Communications Specialist

THE OPPORTUNITY

The Town of Bennett is hiring a Communications Specialist. Come join an amazing team where you can pioneer your ideas and bring innovation and creativity to a one of the fastest growing communities in the Denver metropolitan area.

The Town of Bennett is committed to a fun, progressive learning environment that encourages staff mentorship and development. We offer a highly competitive benefits package, including flexible schedules, 100% premium paid health insurance for employees, a 401(a) match, life insurance, paid family leave, long-term disability insurance, access to mental health services, an annual pass to the Bennett Parks and Recreation District, sick and vacation accrual and cafeteria health plan.

THE POSITION

This position is responsible for creating engaging, high-quality content that tells positive, authentic stories about the Town of Bennett and its people, programs, and services. The role focuses on building community connection, increasing engagement and growing the Town's digital presence through creative storytelling, trend-aware social media practices and consistent content creation across multiple platforms. The ideal candidate is proactive, creative and stays current with emerging social media, marketing and communication trends to help expand the Town's reach and following while documenting Town activities, events and initiatives.

SALARY RANGE:

\$57,100 - \$68,800 plus benefits package.



**3% 401(a)
Retirement Match**



**Medical, Vision, Dental,
Life & Long-Term
Disability Insurance**



**Employee Assistance
Program**



**Generous Vacation &
Sick Paid Time Off**



**8 Weeks
Paid Family Leave**



12 Paid Holidays

APPLY TODAY
BENNETTCO.GOV

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Essential functions are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be an accurate summary of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Creates engaging video, photography, and graphic design content that highlights positive stories, Town programs, events, and community members.
- Proactively documents Town activities, meetings, events, and projects through photos and video for use across digital platforms.
- Produces compelling short-form and long-form promotional videos for web and social media using mobile devices and/or traditional video equipment.
- Coordinates and produces live-streamed content (e.g., Facebook Live) using mobile devices.
- Takes high-quality photographs using a mobile device and/or DSLR camera.
- Writes and creates original, engaging content for the Town's social media platforms, with an emphasis on storytelling, audience engagement, and trend-driven formats.
- Helps develop, implement, and evolve the Town's social media initiatives and strategies to grow followers, increase engagement, and maintain a consistent brand voice.
- Stays current on emerging social media, marketing, and communications trends and makes recommendations for improvements, new content approaches, and platform updates.
- Creates and updates content for the Town website, ensuring accuracy, accessibility, and visual appeal.
- Designs and prepares email and mail marketing campaigns, including flyers for the monthly water bill and other community communications.
- Prepares marketing and communications materials including web content, brochures, fact sheets, newsletter articles, annual reports, flyers, program descriptions, and other outreach materials.
- Supports all Town departments in the development and execution of marketing and communication campaigns to increase visibility of programs, services, and policies, including drafting concepts, proposals, and timelines.
- Monitors website and digital analytics and leverages audience insights to inform content strategy, improve engagement, and respond to emerging trends and community needs.
- Attends meetings and events to gather information and gain a deeper understanding of Town programs for effective and accurate marketing and storytelling.
- Collaborates with communication staff and other departments on integrated marketing campaigns and special projects as assigned.
- Other duties as assigned.

Knowledge of:

- Adobe Creative Cloud programs including Premier Pro and Illustrator
- Digital and content marketing strategies and best practices.
- Research techniques, methods and procedures.
- Statistical and financial analyses and presentation

Ability to:

- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations.
- Establish and maintain effective working relationships with employees, municipal officials and the public.
- Operate standard office equipment including a personal computer using program applications applicable to the job.
- Follow written and oral instructions

Education or Formal Training:

Bachelor's degree in graphic design or a related field. Minimum one year of related experience; or equivalent combination of education and experience.

Certificates and Licenses:

Valid Colorado's Driver's License.

Work Environment:

General office environment but may require visits to locations outside of Town Hall. Noise level in the work environment is usually moderate. The employee may occasionally lift and/or move up to 25 pounds. While performing the duties of this Job, the employee is regularly required to sit.