



Office of the Town Manager  
114. N Raiford Street  
Selma, North Carolina 27576  
Phone (919) 965-9841  
[www.selma-nc.com](http://www.selma-nc.com)

## **DEPUTY TOWN CLERK/COMMUNICATIONS COORDINATOR**

### **General Statement of Duties**

Provides direction, leadership, and management for the Town's communications policy, plans and functions as well as manage assigned special projects for the Town Manager and Town Clerk. This position coordinates all public information, development, and delivery for town-initiated priorities and projects and helps facilitate partnerships between the community and the Town. Performs a variety of intermediate administrative support work for the Administration Department and other departments as directed; serves as Deputy Town Clerk.

### **Distinguishing Features of the Class**

An employee in this class maintains positive relations between the public and the Town, as well as to communicate with the media, maintain the Town's web content, social media. The employee will develop, implement, and maintain an effective public information program for the Town and its Departments. Works with the Town Manager's Office to plan, strategize, and coordinate public response and engagement. Provides a variety of specialized tasks for the Administration Department and other departments as directed. Work includes providing information to the public and employees; developing and maintaining sensitive and legal records; providing administrative support tasks such as scheduling, reception, transcription, and word processing, filing, correspondence, and document production; and providing back up for the Town Clerk. Work involves knowledge of the statutory requirements, laws and practices of the Town Clerk function and intermediate administrative support and office technology skills. An employee in this position may work long hours on an irregular schedule, especially when publicized situations or incidents affect the Town. Employee must exercise sound judgment, tact, and initiative in all contacts. Work is performed under the supervision of the Town Manager and is evaluated through conferences, observations, reports, and feedback.

### **Duties and Responsibilities**

#### **Essential Duties and Tasks:**

- Monitor, manage, and address issues regarding the Town's image in coordination with the Town Manager.
- As directed, attends meetings of the Town Council, takes and prepares minutes as needed; files records and minutes as required by laws; indexes minutes and prepares for posting to the internet; coordinates with Town Manager, Planning and Economic Development Director and Town Clerk the preparation of materials, agenda, and written documents for the Council meetings; assembles and distributes agenda packets.
- As directed, assists with maintaining custody of official records including ordinances, resolutions, contracts, leases, deeds, agreements, and minutes; ensures proper signatures are obtained; prepares official documents; notarizes documents; prepares documents for recording and publication; maintains roster of terms of boards and commission members and tracks term limits in coordination with Town Clerk.
- Serves as back up to the Town Clerk in his or her absence.
- Prepares materials and sets up rooms for Council and other Board/Commission meetings/functions as directed.
- Attends a variety of internal and external meetings such as, Appearance Commission, Historic Properties Commission, and others, takes and confirms attendance, prepares minutes, posts meeting notices.
- As directed, sends notices and agenda information to Town Council, Appearance Commission, Historic Properties Commission, and others.
- As directed, provides administrative support to staff and other departments in setting up meetings, drafts and type's correspondence, memoranda, notes, reports, ordinances, and other materials.

- Serves as receptionist for the Town Hall including serving the customers and citizens who visit the office; takes messages, forwards calls, files, and assists staff with visitors.
- Answers requests for information from customers or the public who use the Town's services; identifies procedures that addresses needs or refers customer to proper staff member; follows-up with customers or other processes to insure proper disposition.
- Write press releases, respond to media inquiries, maintain an archive of press material relating to the Town.
- Support Town Departments as an advertising and marketing resource
- Develops communication plans for various Town functions and/or campaigns.
- Leads strategic marketing initiatives.
- Maintains the Town's website and social media accounts; posts events and meeting dates to Town's website and social media accounts, and other information, as directed.
- Coordinates, compiles, and prepares the layout of the Town's monthly newsletter.
- Inventories and purchases office supplies for Town Departments, looks for ways to save costs
- Prepares mail, tracks postage expenses by department, routes incoming mail
- Coordinates information through various media; formats news articles using computer software; proofreads, edits, researches information as necessary.

Additional Job Duties:

- Performs other duties as assigned by the Town Manager and/or Town Clerk

**Recruitment and Selection Guidelines**

Knowledges, Skills, Abilities:

- Considerable knowledge of North Carolina General Statutes and of local ordinances governing the responsibilities of Town Clerks.
- Considerable knowledge of modern office practices and procedures.
- Knowledge of the principles of arithmetic, grammar, spelling and composition.
- Knowledge of North Carolina General Statutes including open meetings and public records laws, policies, procedures, and processes of Town operations and requirements for Council actions and processes.
- Considerable knowledge of office technology including transcription, word processing, database management, spreadsheets, website, and other similar software and skills in using software.
- Experience with coordinating social media applications, Adobe Photoshop Elements, Adobe Acrobat, MS Word, Excel, and Publisher.
- Skill in customer contact and collaborative conflict resolution.
- Ability to gather and analyze information, compose, and implement reports and procedures.
- Ability to analyze and use policy and procedures to resolve problems.
- Ability to establish and maintain effective working relationships with elected officials, department heads, employees, and the public.
- Ability to communicate effectively in oral and written forms.
- Ability to organize and prioritize work, proof work, and perform duties accurately.
- Ability to work with interruptions.
- Ability to maintain confidentiality of information obtained during work operations.
- Support Town Departments as an advertising and marketing resource.
- Answer phone calls and emails form citizens
- Serves as back up to the Town Clerk in his/her absence.

Physical Requirements:

- Must be able to perform the basic life operational skills of reaching, fingering, grasping, feeling, talking, hearing, and repetitive motions.
- Must be able to perform sedentary work, exerting up to 10 pounds of force occasionally and/or a negligible amount of force constantly to move objects.
- Must possess visual acuity to prepare and analyze data and figures, operate a computer, transcribe minutes and to read extensively.

Desirable Education and Experience:

Graduation from high school and experience in office technology or related field and moderate administrative or administrative support experience involving public contact and document production; or an equivalent combination of education and experience.

Thorough knowledge of the principles and practices of public relations and related tools and techniques for building a positive image. Ability to work within strict deadlines and re-prioritize responsibilities as needed.

Special Requirements:

- Possession of North Carolina Notary Public certification.
- Ability to obtain designation as Certified Municipal Clerk within two years.
- Possession of a valid North Carolina Driver's License.

The salary for this position is \$34,905-\$54,071. The hiring range is \$34,905-\$44,477, which is a Grade 11. Position is open until filled.

The Town of Selma's Application for Employment may be downloaded from the link <https://selma-nc.com/wp-content/uploads/2020/06/employment-application-3-13-2019.pdf>. The selected applicant will be required to complete a background investigation, pass a pre-employment physical and a drug-screening test. Applicants may submit a resume; *however, resumes are not accepted in lieu of a completed employment application.* It is preferred that all completed and signed Employment Applications be submitted via email to [jeakes@selma-nc.com](mailto:jeakes@selma-nc.com). Other acceptable methods of receipt are via hand delivery or U.S. Mail to the attention of Jennifer Eakes, Human Resources Director Town of Selma, 114 N. Raiford St., Selma, NC, 27576. Should you have any questions, please contact Jennifer Eakes either by email or phone (919) 965-9841, Ext 1005. The Town of Selma is an EEO/M-F/AA/ADA/Drug-Free Employer.

As required by law, the Town of Selma participates with E-Verify to determine legal employment eligibility status.