

CITY OF BURIEN, WASHINGTON
JOB DESCRIPTION

Title: Management Intern - Communications
Status: Regular, Intermittent (18 hours per week)
FLSA Non-Exempt

Dept.: City Manager's Office
Reports to: Communications Officer

The City of Burien believes that each employee makes a significant contribution to our success. This job description is designed to outline primary duties, qualifications and job scope. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Nature of Work

The Management Intern - Communications Assistant will work alongside the Communications Officer and assist with all aspects of the City's communications and marketing efforts. Specific projects could include: multimedia projects to tell Burien's story and increase its connections with residents and the broader region, rolling out the City's new brand, media relations, a comprehensive redesign of the City website, and advise on social media content and strategy. In addition, the Communications Assistant will assist in the production and development of Burien Magazine. This position will play a key role in supporting all City-wide communication efforts.

Essential Functions

- Supports and models the identified vision, values and behaviors of the organization.
- Develops multimedia content for use online, in social media, on local access cable channel, and in print publications and marketing materials.
- Works with the Communications Officer to build and maintain an informative and inclusive online presence.
- Assists the Communications Officer in developing messaging on emerging issues.
- Assists in website redesign process and implementation.
- Assists in tracking and organizing media stories as well as developing media pitches.
- Engages youth populations in coordination with partnering agencies as appropriate.
- Other duties as assigned.

Secondary Functions

- Recommends ideas to engage diverse communities.
- Assists in managing social media accounts.

Job Scope

The position involves frequent new and varied work situations with a moderate level of complexity. The Management Intern - Communications Assistant operates from broad directions and instructions with moderate supervision.

Interpersonal Contacts

Internally, contacts are usually with department staff and the supervisor. Externally, the Management Intern – Communications Assistant will have frequent contact with the public through face-to-face meetings, by phone and via e-mail.

Specific Job Skills

Knowledge of:

- Writing for different audiences.
- Proofreading methods.
- Research methods.

- Social media platforms.
- Characteristics, needs, and interests of diverse and/or disabled populations is a plus.

Ability to:

- Operate a computer and various office software applications, including website administration, content management systems, and social media. Knowledge of HTML not required.
- Manage and produce multimedia projects from start to finish a plus.
- Write comprehensible and compelling material.
- Demonstrate professionalism in interactions with the general public.
- Pay close attention to detail and meet deadlines.
- Maintain effective working relationships with others.
- Exercise discretion in confidential matters.
- Exercise individual initiative.

Mental Activities

Position requires ability to continuously read, speak, write and understand English and strong interpersonal skills; occasional decision-making, independent judgement and/or action, teamwork, creativity, public presentations, as well as the ability to perform basic math.

Physical Activities

Position requires frequent speaking and listening; occasional standing, walking, and sitting; and rare bending and stooping. Incumbent must be able to push, pull, lift and carry 15 lbs.

Education and Experience

Associate degree OR a combination of education, training and experience which provides an equivalent background required to perform the duties of the position. Experience in event planning, public relations, or marketing is preferred. Experience in graphic design a plus.

Special Requirements

- Successful completion of pre-employment background check.
- Competence with design programs such as the Adobe Suite and others.
- Spanish or Vietnamese fluency strongly preferred.

Job Conditions

Computer-related work is performed in the office with a moderate noise level. Some travel to and attendance at outside meetings may be required. Work may occur indoors and outdoors.