



Seeking a highly motivated professional to join the Lafayette Team.

3675 Mt. Diablo Blvd., #210  
Lafayette, CA 94549

Phone: 925.284.1968  
Fax: 925.284.3169

[www.lovelafayette.org](http://www.lovelafayette.org)

# Communications Analyst / Public Information Officer

## An Outstanding Opportunity

Located just 20 minutes from downtown San Francisco via BART, the City of Lafayette (pop. 24,000) prides itself on its vibrant downtown, beautiful tree-studded hillsides and great schools. Lafayette residents expect personalized service to deliver customized solutions to the community's unique priorities.

This position will be part of the team whose mission is create an environment of wide public engagement on matters important Lafayette residents such as maintaining the semi-rural character of the City and the small town downtown feel of the business district.

The new Analyst will be joining a team of dedicated and fun professionals.

## The Position

The Analyst performs the following primary duties:

- Compose and update City website content, including news releases
- Create and maintain the City's social media resources (Facebook, Twitter, Instagram and Nextdoor), insuring an active and engaging presence and appropriate content
- Prepare information for City billboards, the City's Community Information and Emergency Radio Station, and the City's YouTube channel
- Coordinate Zoom meetings and events
- Produce videos on various topics for posting on YouTube and other City outlets
- Provide photographic services
- Write, edit and prepare informational materials, including the City's newsletters, to inform the community of City issues, services, programs and events
- Develop, plan, and implement opportunities to improve public awareness of and involvement in City services, programs, plans and projects
- Assist with developing internal communications strategies



## The Ideal Candidate

Candidates must understand the principles and practices of public outreach, be proficient in social media tools and account management, work proficiently with Microsoft Office and Photoshop, write clearly and concisely for a variety of audiences and prepare public information to engage and inform the community.



Bachelor's Degree or college-level coursework in journalism or other liberal arts concentration and (3) years of professional experience managing public engagement activities, social media outlets, and websites as well as preparing written and visual content for a variety of platforms.

## Compensation & Benefits

The salary range for the position is \$85,608 - \$112,608. Lafayette also provides an attractive benefits package that includes:

- ◆ A 401-A retirement plan with City-paid monthly contributions of 10% of salary with the option of a 5% match as well as City-paid social security contributions. **Lafayette does not participate in PERS.**
- ◆ City-subsidized health and dental insurance at 95% of cost up to full family coverage as well as life insurance and disability insurance.
- ◆ 13 paid holidays, 10 days of administrative leave, and up to 25 days of annual vacation, depending on tenure.
- ◆ Challenging, interesting work; opportunities for innovation and creativity; family friendly policies; a flexible work environment; and casual dress.



## Application & Selection

The final filing date is May 5, 2021. To be considered, you must submit a City of Lafayette Employment Application, plus relevant materials that amplify your qualifications. You can fill out an on-line application at [www.lovelafayette.org/jobs](http://www.lovelafayette.org/jobs) as well as submit supporting materials. If you have questions, please contact Tracy Robinson at [TRobinson@lovelafayette.org](mailto:TRobinson@lovelafayette.org).

Following the filing date, resumes will be screened and candidates with the most relevant qualifications will be invited to interviews in mid-May with an anticipated start date at the beginning of June.