



BATH
MAINE *City of Ships*

Employee Job Description

Job Title	Communications Coordinator
Department	City Manager's Office
Grade Level	05
FLSA Status	Non-Exempt
Union Status	Non-Union
Employment Status	Full Time Permanent
Last Updated	June 2, 2026

GENERAL PURPOSE:

Develops and coordinates the City's communications across print, digital, and social media platforms to inform and engage the public. This position works collaboratively across municipal departments to ensure consistent, accessible and on-brand messaging that supports community outreach and civic transparency.

SUPERVISION RECEIVED:

Works under the general supervision of the City Manager.

SUPERVISION EXERCISED:

None.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Prepares and implements internal and external communication, including style and brand standards. Ensures communications comply with accessibility standards, plain language best practices, and applicable public records requirements.
- Manages and updates City's website and social media platforms. Monitors traditional and social media to track public sentiment, media coverage, and emerging issues, and share summaries.
- Writes, creates, coordinates and designs articles, brochures, budget books, the annual report, newsletters, press releases and other communications materials for the City.
- Works with IT and Digital Media Specialist to provide information and video content on Channel 14/Bath Community TV and other media channels.
- Assists municipal departments and committees with public engagement and education, including outreach campaigns, public meetings, and publicizing information.
- Collaborate on marketing strategy and branding initiatives with Director of Economic & Community Development.
- Assists with administrative duties in the City Manager's Office, such as: calls, complaints, correspondence, and scheduling.
- Assists in the scheduling, organization, and preparation of community events and projects in collaboration with municipal departments and committees and non-profit organizations.

- Prepares reports, correspondence, directives and other general and technical materials for the City Manager as necessary. Researches and compiles necessary data or information as directed.
- Performs other duties as assigned.

DESIRED MINIMUM QUALIFICATIONS:

Education and Experience:

- Bachelor's Degree in related field, preferred; and
- Three years' experience in marketing, communications, public relations, or related field;
- Related municipal or public service experience preferred;
- Any equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

- Knowledge of best practices regarding marketing, branding, communications, and public relations for public entities. Working knowledge of related laws and best practices including public access, transparency, accessibility, web compliance, and reaching diverse populations
- Excellent interpersonal skills: Ability to establish and maintain effective working relationships with employees, other departments, officials and the public.
- Excellent communication skills: Communicates clearly and effectively verbally and in writing. Considerable knowledge of business English, grammatical construction, spelling, punctuation, and arithmetic, and possession of an excellent vocabulary. Ability to present technical or complex information to non-technical audiences in a variety of ways.
- Strong organizational skills with the ability to prioritize, manage multiple projects and meet deadlines. Ability to work independently and to carry out assignments from general instructions.
- Project management skills, including planning, coordination, and delivery of projects.
- Considerable knowledge of office practices, procedures, and equipment; ability to learn general operations of City's departments; ability to keep records, organize data, and prepare reports.
- Ability and initiative to use resourcefulness and tact in meeting new problems.
- Ability to maintain confidentiality.
- Skills in photography, design, layout, and basic printing/composition.
- Experience in Microsoft 365 environment; proficiency with Adobe Creative Suite or similar design software, and online resources including social media platforms.

PHYSICAL REQUIREMENTS

This position is primarily performed in an office setting, with periodic participation in meetings, events, and off-site activities. Duties may be performed while sitting or standing and involve frequent use of a computer, telephone, and standard office equipment. The role requires the ability to communicate effectively and exchange accurate information with employees, officials, and the public. The employee may need to move about office and event spaces and position materials or equipment as necessary. Occasional lifting, carrying, or moving of materials up to 25 pounds may be required. Visual ability sufficient for computer use and document review is needed. Reasonable accommodations will be provided in accordance with the Americans with Disabilities Act (ADA) to enable qualified individuals to perform essential job functions.

This job description does not constitute an employment agreement and is subject to change.

The City of Bath is an Equal Opportunity Employer