

Contract Communications Specialist

The City of Clay is seeking a creative, organized, and community-focused Contract Communications Specialist. This individual will be responsible for developing and executing the City's communication strategy to keep our residents, businesses, and visitors informed and engaged. Working closely with the Mayor, City Council, and department heads, this role manages the City's official website, social media channels, and media relations. The ideal candidate is a skilled storyteller and content creator who is passionate about public service and promoting the unique character of City of Clay.

Key Responsibilities

- Communications Strategy
- Content Creation
- Website Management
- Social Media Management
- Media Relations
- Assist Event Coordination
- Brand Consistency
- Analytics Reporting

Required Qualifications and Skills

Proven experience in communications, marketing, public relations, or a related field.
Exceptional writing, editing, and proofreading skills with keen attention to detail.
Demonstrated experience managing professional social media accounts and websites (e.g., WordPress or other CMS).
Strong organizational and time-management skills, with the ability to manage multiple projects and deadlines independently.
Excellent interpersonal skills and the ability to work collaboratively with elected officials, staff, and the public.
Ability to exercise good judgment and handle sensitive or confidential information with discretion.

Preferred but not required:

- Bachelor's degree in communications, Marketing, Journalism, Public Administration, or equivalent experience.
- Experience working in municipal government or a public-sector environment.
- Basic graphic design skills (e.g., Canva, Adobe Creative Suite).
- Basic photography or videography skills.
- Familiarity with the Clay community.

Work Schedule

This is a contract position. The schedule is flexible but will require some on-site hours at City Hall for meetings and collaboration. Occasional evening or weekend availability will be required to support public meetings and community events.

How to Apply

Please submit your **resume, cover letter, and two (2) writing samples** (such as a press release, social media post, or short article) to janderton@clayalabama.org with the subject line "Part-Time Communications Specialist."