



# LAWRENCEVILLE

## GEORGIA

### **Communications Intern**

#### Communications

#### **JOB SUMMARY**

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This position is responsible for assisting the Communications department in social media content creation including photography, video production, and copy writing.

#### **MAJOR DUTIES**

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- Assist with the planning and development of social media campaigns.
- Assist in creating engaging content for social media platforms.
- Capture and edit photos and short-form videos for posts and stories.
- Photograph events, activities, and departments for social media promotion.
- Write compelling and on-brand captions that align with the City's messaging.
- Research social media trends and best practices.
- Assist with the organization of photo and video repository.
- Performs related duties.

#### **KNOWLEDGE REQUIRED BY THE POSITION**

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- Knowledge of social media principles and practices.
- Knowledge of basic photography and video skills and editing.
- Knowledge of basic design software and principles.
- Skill in oral and written communication.
- Skill in problem solving.
- Skill in prioritizing and planning.
- Skill in interpersonal relations.



## SUPERVISORY CONTROLS

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The Marketing & Communications Manager assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy and the nature and propriety of the final results.

## GUIDELINES

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Guidelines include City and department policies and procedures. These guidelines require judgment, selection, and interpretation in application.

## COMPLEXITY/SCOPE OF WORK

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- The work consists of varied promotions for City and Downtown Lawrenceville events. The necessity of coordinating work with a variety of stakeholders contributes to the complexity of the position.
- The purpose of this position is to assist with overall City communications and special events. Successful performance contributes to the economic development of the City.

## CONTACTS

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- Contacts are typically with coworkers, elected and appointed officials, vendors, and members of the general public.
- Contacts are typically to exchange information, motivate persons, resolve problems, and provide services.

## PHYSICAL DEMANDS/ WORK ENVIRONMENT

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- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, walking, or stooping. The employee occasionally lifts light and heavy objects.
- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

## SUPERVISORY AND MANAGEMENT RESPONSIBILITY

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None.

## MINIMUM QUALIFICATIONS

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- Knowledge and level of competency commonly associated with completion of specialized training in the field of work, in addition to basic skills typically associated with a high school education.
- Experience sufficient to thoroughly understand the work of subordinate positions to be able to answer questions and resolve problems, usually associated with one to three years' experience or service.
- Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.



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