

JOB OPPORTUNITY
TOWNSHIP OF WILLINGBORO
COMPETITIVE JOB ANNOUNCEMENT

PUBLIC INFORMATION ASSISTANT

Full-Time Position

Position: Public Information Assistant

Reports To: Public Information Officer

Salary Range: \$36,324-60,786

Position Type: Full-time/On-Site

Job Description: Willingboro Township seeks to employ a full-time Public Information Assistant to join the communications team, assisting the Public Information Officer by creating informative materials, including audio and visual communications designed to inform and educate the public about what's happening in the town, along with maintaining the Township website and social media platforms.

General Functions:

- Assist with the production of a variety of digital communications, including social media content and e-newsletters.
- Assist with creating/designing marketing materials, such as flyers, graphics, posters, banners, etc.
- Facilitate regular updates and modifications to the Township website and calendar.
- Regularly monitor activity related to the Township App, "Willingboro Connect," draft notifications and suggest modifications.
- Draft press releases and media advisories for review by the public information officer.
- Review documents and various publications for grammatical correctness and completion.
- Provide research support for various tasks and assignments.

Qualifications/Experience:

- One (1) year of experience in work involving collecting, analyzing, and disseminating information in the field of news media and/or public relations, publicity, and/or advertising.
- Possess a strong ability to review and edit written material and to proofread copy.
- Knowledge of modern public information and advertising techniques and devices.
- Knowledge of the conventions and the form and style required for print, radio, and television press releases.
- Ability to design digital graphics.
- Experience with advertising and marketing campaigns.
- Strong communication skills.
- Ability to problem solve and think creatively to produce solutions.
- Ability to organize and prioritize work assignments to meet deadlines.
- Must be capable of working independently and following written and verbal directives.

A letter of interest, resume and an application should be submitted to the Human Resource Department **Attn: Loretta Anderson** no later than Wednesday, May 29, 2024. The job description of this posting is available in the Human Resource office.

*All Unions
Bulletin Boards
Indeed
Willingboro Website*

Posted and Distributed Wednesday, May 15, 2024