

Town of Franklin

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OFFICE OF HUMAN RESOURCES

JOB POSTING NOTICE

POSITION: Marketing and Communications Specialist
Town of Franklin and Franklin Public Schools

DEPARTMENT: Town Administrator's Office and Superintendent's Office

SALARY: \$52,000 - \$60,000 annually

HOURS: 35 hours/week

POSTED: June 23, 2021
Preferred Deadline: July 9, 2021

The Town of Franklin and Franklin Public Schools are seeking candidates for the Marketing and Communications Specialist. This position reports to the Town Administrator and the Superintendent of Schools. The Marketing & Communications Specialist is responsible for communications via newsletters, website postings, social media and local media outlets for both the Town of Franklin and Franklin Public Schools (District Level). This position is also responsible for marketing the Town to a wide variety of audiences in both print and online efforts.

This is a full-time position with benefits and the employee will work 35 hours per week. The employee will typically work the same hours as Town employees and will work 8:00-4:00 on Monday, Tuesday, and Thursday, 8:00-6:00 on Wednesdays, and 8:00-1:00 on Fridays.

The Marketing and Communications Specialist will be responsible for the following duties:

- Maintains the Town of Franklin and Franklin Public School District websites (Civic Plus and Google Sites)
- Maintains the Town of Franklin and Franklin Public School social media accounts, including Facebook, Twitter, Instagram, Linked In and YouTube
- Organizes and maintains e-subscription lists
- Organizes and maintains photography content
- Uploads content to and promotes the Town of Franklin and Franklin Public School Podcast channels (Anchor)
- Creates and distributes monthly Town of Franklin and Franklin Public School District e-newsletters (Knowledge of Constant Contact, MailChimp or similar platform is helpful)
- Maintains Cultural District Committee Website and works closely with the Franklin Cultural District Committee as needed. Attends Cultural District Committee meetings
- Responsible for the creation/design of graphics and writing content including but not limited to messaging, posts, flyers, brochures, print media, etc.

- Develops Town-wide Economic Development branding strategy including but not limited to print, online, social media and other marketing techniques to profile the Town of Franklin
- Manages Marketing budget and expenses
- Assists in communication efforts for the Franklin School Committee Community Relations Subcommittee
- Other duties as assigned

Required Qualifications:

- Experience with CMS platforms
- Experience creating newsletters in Constant Contact, Mail Chimp, and similar software
- Skilled in social media posting and content creation, specifically Facebook, Twitter and Instagram
- Strong written communication skills and high attention to detail
- Experience with content creation/graphics (Canva or similar)

Preferred Qualifications:

The ideal candidate will have a Bachelor's degree or higher in Marketing, Communications, or related field.

The selected candidate must be authorized to work in the United States and be able to pass a criminal background check and a pre-employment physical exam, including a drug test.

Interested candidates shall email a resume and cover letter in Microsoft Word or PDF format to apply@franklinma.gov. Please put "Marketing and Communications Specialist" in the subject line of the email.