

Village of Sussex Position Description

Position Title:	Communications and Engagement Coordinator	Department:	Executive		
Revision Date:	March 9, 2026	Pay Grade:	6	FLSA:	NE
Staff to Committee(s):	None	Reports To:	Assistant Administrator		

Job Summary

The position is responsible for the identification, development, and implementation of digital and media outreach efforts for the Village of Sussex. This position is responsible for the creation, distribution, and governance of both internal and external communications, including media relations, social media content, and public outreach initiatives. This role contributes to the Village's overall communication efforts and ensures consistent delivery of the Village's communication goals.

Essential Duties & Responsibilities

Including, but not limited to:

- Lead the communications division within the Executive department and develop and implement comprehensive strategies for communication, engagement, and reputation aligned with the Village's mission, values, and strategic plan.
- Design and implement strategies that strengthen two-way communication and increase public participation in Village initiatives, projects, and decision-making.
- Coordinate community outreach campaigns by developing content for social media, newsletters, website updates, surveys to gather meaningful community input.
- Support the maintenance and updating of the Village's social media accounts and website with fresh, engaging content.
- Create graphic design materials to support Village departments and initiatives, including print flyers, brochures, infographics, website graphics, social media graphics, digital slides, and other promotional materials.
- Design and produce publications such as newsletters, seasonal brochures, reports, plans, and other official Village documents. Responsibilities include coordinating printing, managing associated costs, and overseeing print and/or electronic distribution.
- Provide communications and promotional support for community programs, events, and outreach initiatives, including development of marketing materials, email communications, and announcements.
- Manage and monitor digital communications platforms, including website updates, social media channels, and other digital tools to ensure timely and accurate information is available to the public.
- Support library communications and marketing initiatives, including program and library-wide graphic design, social media content, website updates, seasonal event

brochure design, newsletters for adult, teen, and youth services, and promotional materials for library programs and services.

- Work with various programs such as InDesign, Cognito Forms, OurCommunityConnect, and others to enable customers to utilize Village services more effectively.

Minimum Requirements

- Bachelor's degree in communications, public relations, journalism, marketing, or a related field.
- Three years of experience in communications, engagement, public affairs, or marketing, which may include internship or volunteer experience in the aforementioned fields, preferred.
- Valid Driver's License.

Knowledge, Skills and Abilities

- Considerable knowledge of content strategy, public engagement, storytelling, and cross-platform communication.
- Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures, and visual aids.
- Advanced knowledge in digital communication tools, analytics, and content management systems.
- Strong organizational, analytical, and project-management skills with the ability to work independently, prioritize tasks, and meet deadlines while supporting the organization.
- Knowledge of graphic design, social media platforms, and website management.
- Strong written and verbal communication skills with an eye for detail and accuracy.
- Knowledge of community engagement frameworks and participatory methods.

Physical Demands of the Position

65% of the time is spent sitting, typing, and talking on the phone.

25% of the time is spent standing, walking, talking, hearing, carrying and low handling.

10% of the time is spent stooping, kneeling, crouching, climbing (using legs and feet), climbing (using legs and arms for supports), bending/twisting, reaching, and using far and near vision.

Must be able to lift 25 pounds to chest height.

Environmental Conditions

90% of the time is spent inside.

10% of the time is spent outside.