

Publications

- Quarterly City-wide magazine (Uniquely Gahanna) (new in 2021)
- Coordinating advertising
 - o Contracting for ad purchases
 - o vendor management
 - o Artwork design and creation
- Creation and distribution of printed/mailed Senior Newsletter (6 issues per year)
- Design and development of program guides for Parks & Recreation (printed and mailed city-wide, 2-3 times per year)
- Editing and publication of PD Annual Report (printed and digital) (introduced in 2020)
- Editing, publication and distribution of PD Monthly Bulletin
- Edition and publication of PD Staffing Assessment
- *Annual Report for Community (new for 2022)*
- *Community Guide for Residents and Businesses (new for 2022)*

Digital Publications

- Writing, design and distribution of City, P&R, Police monthly bulletins
- Writing, design and distribution of weekly Senior Center newsletter

Video/Photography Production

- Taking/coordinating pictures to be used for marketing and communications for city
- Production of State of the City
- Creation of social media videos

Social Media

- Manage 12 social media platforms
- Creation of posts for announcements, news, alerts
 - o Graphic design
 - o Video creation
 - o Craft written posts
- Review monthly analytics
- Maintain website
 - o Responsible for all content updates and layout updates
 - o Supports all departments and Council

Media

- Creation and distribution of press releases
- Sending information to news outlets for news stories
- Respond to news desk reach outs (safety situations)
- Manage requests for interviews and comments (on camera interviews, written statements)

Brand Management & Implementation

- Manage brand consistency in all aspects of city communications (NOTHING IN PLACE previously)
 - o Identifying messaging
 - o Inconsistent logo usage
 - o Consistency in forms/public-facing documents
 - o Signage required by various departments
- Graphic design work
 - o Consistency in look and “feel” of the City
 - o Social media posts to written publications to digital communications

Resident/Community Engagement

- Emails
- Social media inquiries
- In-person events
 - o City presence
 - o Recording and promoting (videos/photos)
- Community organizations
- Stakeholder communications
- Resident communications
 - o Critical communications to residents
 - o Service letters/announcements
 - o Water bill inserts
 - o Videos (Local Waste, e.g.)
- Livestreaming of meetings
- Town halls and public meetings

Departmental Support

- Consultative in nature/coordinating communications
- PD
 - o Recruitment
 - o Publications
 - o Crisis communications
 - o Safety alerts
- Public Service
 - o Sidewalk brochure
 - o Form updates
 - o Resident letters/communications
 - o Video communications
 - o Project updates and information
- HR
 - o Recruiting/advertising for staff positions
 - o Internal communications to staff
 - o Flyers/Video creation

- Planning
 - Forms – print and online
- Development Support
 - Groundbreaking events
 - Support of local businesses
 - Marketing Materials
 - Business resource information
- Parks & Recreation
 - Programming
 - Senior Center
 - Camps
 - Pools
 - Recreational programs
 - Special Events
 - Parks
 - Use of parks
 - Maintenance updates
 - Facility rental
- Council office
 - Promotion and communication of meetings
 - Regular and special meetings
 - Coffee with Council
 - Coordination of public hearing notices (print and online)
 - Livestreaming support
- Mayor's Office
 - Written communications, presentations
 - Inquiries from media
 - Videos, messages (School District, schools, organizations)
 - Resident inquiries