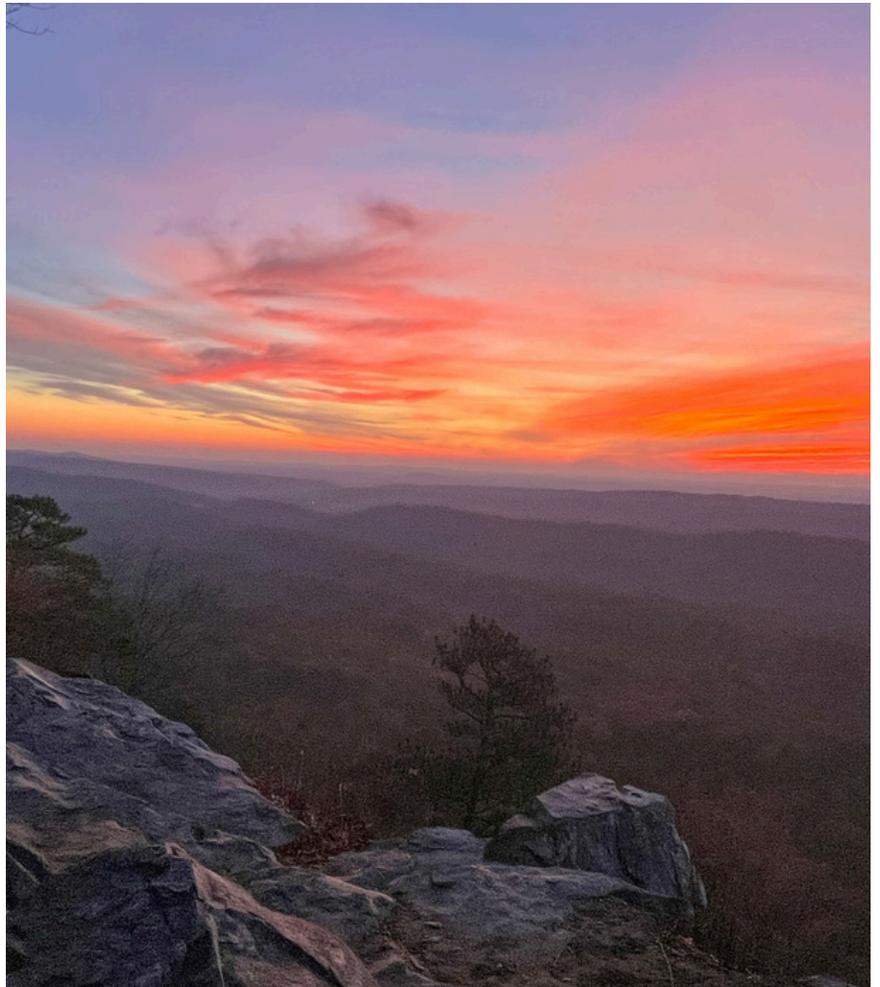


COMMUNICATIONS SPECIALIST - RECREATION

PELHAM, ALABAMA



Pelham is home to Oak Mountain State Park, known for its stunning views and a vast variety of outdoor activities.



THE OPPORTUNITY



A search is underway to attract a highly qualified candidate to serve as our Communications Specialist for Recreation.

This role is pivotal in shaping and sharing the narrative of Pelham's dynamic recreational landscape. As a Communications Specialist, you will be at the forefront of crafting and conveying the story of our city's diverse and vibrant recreational programs, events, and initiatives. Your work will involve creating and executing communication strategies that not only highlight the variety and quality of what we offer but also resonate deeply with our community.



THE COMMUNITY

Incorporated in 1964, Pelham is Shelby County's second-largest city, with more than 24,000 residents. Pelham boasts unmatched indoor and outdoor recreational opportunities, a community-inspired school system, and a diverse mix of businesses of all sizes. Our residents enjoy an unparalleled quality of life.

Pelham, Alabama, is a recreation and entertainment destination, which helps the City offer and maintain premier amenities and services that enhance the quality of life for those living, working, and visiting the city.

Consistently ranked one of the safest cities in Alabama, Pelham is recognized as One of America's Best Small Towns (Money Magazine), Best Suburbs to Buy a House in America, Places to Live in Alabama, and Places with the Best Public Schools in Alabama (Niche).

Extensive information regarding Pelham and the investments in services and amenities can be found on the City's website, www.pelhamalabama.gov.



LIVING IN PELHAM

Pelham is home to Oak Mountain State Park, Alabama's largest, at 11,584 acres. It draws nearly 780,000 visitors per year.

Ballantrae Golf Club is a favorite for residents and visitors amongst public golf courses and was recently ranked the 4th best public golf course in Alabama (Best Things Alabama).

The Pelham Civic Complex & Ice Arena is home to The Birmingham Bulls, a Southern Professional Hockey League team, and boasts two NHL-sized sheets of ice and more than 7,000 square feet of banquet space.

The Pelham Racquet Club hosts an annual United States Tennis Association Pro Circuit women's tournament that attracts top players from around the world.





COMMUNICATION VISION

The Communications Office is key in managing the city's internal and external communication efforts. It is responsible for promoting the city's events, services, and initiatives, ensuring that residents, visitors, and stakeholders stay informed and engaged.

The office handles press releases, media inquiries, and crisis communications to maintain a positive image of the city.

- Managing the city's social media accounts is a core function. The office creates and curates content to promote the city and engages with the public through platforms like Facebook, Instagram, etc.
- The staff produces numerous e-newsletters to inform residents.
- The office maintains and updates the city's website with essential information.
- We help publicize city-sponsored events such as festivals, sporting events, public meetings, and recreational activities, ensuring wide community participation.
- The Communications & Branding Manager is responsible for ensuring consistent use of the city's brand across all platforms, materials, and communications is another critical task, helping to establish and maintain a cohesive identity for Pelham.
- During emergencies, the office is responsible for providing timely, accurate information to the public and works closely with public safety departments.

THE POSITION

ESSENTIAL DUTIES

- Develops internal and external communications, promoting community awareness and public support for the City of Pelham and its brand in all matters related to recreation.
- Collaborates with various recreation departments to maintain social media accounts and websites and monitor trends to enhance the City's digital presence.
- Assists with implementing strategic plans of the Communications Department that help promote and support the City's image.
- Creates and maintains relationships with the public to ensure that news about the City of Pelham is being shared with the Pelham community.
- Assists in promoting and hosting press events, community outreach, public relations, ribbon cuttings, etc., for the City of Pelham.
- Works closely with the Communications and Branding Manager and department heads in Parks & Recreation, the Pelham Racquet Club, Ballantrae Golf Club, and the Pelham Civic Complex & Ice Arena to identify marketing opportunities and acts as an advisor to program planners to implement initiatives.
- Assists with coordinating television/radio appearances and interviews as needed for community outreach initiatives.
- Creates and edits compelling content, including articles, photos, videos, infographics, and other multimedia elements that market Parks & Recreation, the Pelham Racquet Club, Ballantrae Golf Club, and the Pelham Civic Complex & Ice Arena in all communications.

QUALIFYING CRITERIA

EDUCATION/EXPERIENCE

- A bachelor's degree in Public Relations, Communications, Journalism, or a closely related field is required.
- A minimum of three (3) years experience in journalism, marketing, and public relations or a closely related field or an equivalent combination of education and experience is required.
- Experience in video production and editing, as well as website content management systems preferred.

CERTIFICATION/LICENSURE

Must possess and maintain a valid driver's license as issued by the Alabama Department of Public Safety.



COMPENSATION & BENEFITS

COMPENSATION

The current pay scale ranges from \$59,667.00 - \$81,320.00.

BENEFITS

MEDICAL PLAN

- Blue Cross/Blue Shield: Health & Dental
- Humana: Vision
- Prescription drug coverage through OptumRX
- Teledoc
- AFLAC
- Flexible Spending Account

LIFE INSURANCE & DISABILITY

- Group Life Insurance (provided by the City of Pelham for employees)
- AFLAC
- Supplemental Benefits Plans (Voluntary Term Life Insurance; Accidental Death and Dismemberment; Long Term Disability)

RETIREMENT OTHER SAVINGS

- Retirement Systems of Alabama (RSA) State Retirement: Tier 1
- Deferred Compensation
- College Counts 529
- Discounted tuition through Faulkner University

HOLIDAYS & LEAVE

- Paid Leave: Twelve vacation days, twelve sick days, twelve holidays, one day of personal time

MISCELLANEOUS

- Employee Assistance Program
- Bi-weekly bilingual incentive of \$200 (\$5200/year) to fluent Spanish employees
- Employee discounts at Ballantrae Golf Club
- Employee discounts at Pelham Racquet Club
- Free single membership at Pelham Recreation Center

HIRING PROCESS

READY TO JOIN US? HERE ARE THE STEPS:

- Read the [full job description](#) and [apply online](#).
- [Download an application](#) and email it and your resume to HR@pelhamalabama.gov. If you prefer to mail your application and resume, send them to the City of Pelham—Human Resources Department, P.O. Box 1419, Pelham, AL 35124.
- Selected candidates will participate in a panel interview.
- If offered a conditional offer of employment, the candidate must pass a background check and a pre-employment drug screen.

The City of Pelham does not discriminate on the basis of race, sex (including pregnancy), color, age, national origin, disability, or any other protected status. We base our hiring decisions on various factors, including skills and ability to perform the job, prior employment experience, employment references as to character and willingness to work, willingness to accept the offered salary and personal interviews. The City of Pelham is an equal-opportunity employer.

