



Communications & Business Engagement Coordinator

City of Kenmore

SUMMARY

The Community & Business Engagement Coordinator reports directly to the Communications and Tourism Manager. This role is the main contact for business outreach and engagement programs and serves as a support for city-wide communications and community engagement. This position is responsible for projects such as communications projects, community and business engagement and outreach, social media, tourism programming and marketing campaigns, business relations, grant administration, website development, and research. Because of the small number of City employees, each staff member is expected to perform a wide range of office and field duties as may be required from time to time.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support the Communications and Tourism Manager with citywide communications projects such as the Quarterly Newsletter, monthly E-news, social media, press releases, written content, community engagement and tourism initiatives, digital and print media production, graphic design, and other platforms to promote the City's image and effectively communicate City issues, actions, and services.
- Plan and organize external communication efforts assigned to this position to ensure consistency in presenting City information to the public in a timely and effective manner. Assist City departments in planning and executing department specific communication and public relations efforts to achieve the same objective.
- Serve as a backup Public Information Officer for the City and as part of emergency operations.
- Ensure that a collection of electronic file materials is maintained, such as photographs and other informational material, for use in City efforts in promotion, education, and recruitment.
- Assist with social media programming, including collecting, editing and designing content, scheduling and managing the distribution of content on City social media channels, and reviewing all platforms to keep a pulse on community sentiment.

- Serve as the main City point of contact for business owners in Kenmore. Find ways to engage with the business community and broaden relationships.
- Manage the ongoing Port of Seattle Grant application and oversee approved annual projects. Find other business and tourism grant opportunities to supplement budgeted Economic Development and Tourism programming.
- Attend monthly Kenmore Business Alliance (KBA) meetings and serve as the primary liaison between the Bothell Kenmore Chamber, KBA members, and the City.
- Collect content for and distribute a monthly business newsletter to all registered and interested Kenmore businesses.
- Manage the oversight of the Kenmore business directory including adding business listings, maintaining the events calendar, and acting as the liaison for ongoing maintenance and updates.
- With assistance from the Communications and Tourism manager, oversee and update the FindKenmore.org website, including new tourism elements and general upkeep and maintenance.
- Design and manage marketing campaigns to promote the Kenmore business directory, support Kenmore's local economy and brand Kenmore as a destination location.
- Represent the City of Kenmore at external, regional business, tourism, and community engagement events.
- Lead interdepartmental projects and teams, as assigned.
- Support the City's Diversity, Equity, Inclusion, and Accessibility policy and 5 Year Road Map.
- Occasional attendance at night meetings and weekend work is required; assist with City events as needed.
- Perform other duties as assigned that support the overall objective of the position and the organization.

QUALIFICATIONS

Knowledge & Skills:

- Excellent written and verbal communication skills.
- Project management and knowledge of public information principles and practices. Requires a working knowledge of public administration, and local government services and processes.
- Graphic design.
- Working knowledge of and skill in the use of general official/legal reference materials. Requires working knowledge of budget processes, financial reports and statistics used in government.

- Digital software programs that support this level of work, including but not limited to: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Canva, Microsoft Word and Excel, website design, social media, survey and engagement tools, and other special applications used by the City.
- Sufficient knowledge to prepare professional correspondence, reports, and presentations.
- Public relations, public involvement, and media relations strategies.
- Well-developed interpersonal skills to work productively and cooperatively with diverse teams, conduct fact-finding, exercise patience when dealing with internal and external customers, and convey technical concepts.

Abilities:

- Independently perform all the duties of the position.
- Conduct research independently including the ability to plan and implement steps to reach an objective and employ critical thinking, analysis, and judgment.
- Understand, interpret and apply statutes, codes, ordinances, resolutions, and legal documents. Must be able to learn, interpret, explain and apply knowledge of City organization, operations, programs, functions, special terminology, contracts, and agreements.
- Plan, organize and prioritize work in order to meet schedules and timelines.
- Communicate professionally with staff, customers, and the public using patience and courtesy, and in a manner that reflects positively on the City.
- Work as a contributing member of a team, work productively and cooperatively with other teams and external customers, and convey a positive image of the City and its services.
- Sufficient hand-eye-arm coordination to use a keyboard and 10-key plus arm/hand movements to retrieve work materials and operate a variety of general office equipment.
- Visual acuity to read words and numbers.
- Auditory ability and speech to carry on conversations over the phone and in- person and to make presentations to large audiences.
- Driving ability to transport oneself in and around Kenmore and King County.

Education and Experience:

- The position typically requires a bachelor's degree in public administration, communications, marketing, business, or a related field, and
- Three to five years' related experience.
- Any equivalent combination of experience and training that demonstrates the

required knowledge, skills, and abilities may be considered.

Licenses and Certificates

- This position requires a valid driver's license.

ADDITIONAL INFORMATION

- Hours of Work – City Hall working hours are typically 8:30 a.m. - 5:00 p.m., however the City of Kenmore has a hybrid work policy.
- This position requires you to be available for evening hours to attend or present in- person at City Council meetings as needed, or attend in-person, evening or weekend meetings and special events when necessary.
- Work Environment – Work performed will primarily take place indoors in an office environment.

This job/class description describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.

Department: City Manager

FLSA: Non-exempt

City of Kenmore

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