Indian River Mosquito Control District Position Description

DIGITAL COMMUNICATIONS & OUTREACH COORDINATOR

Department: **Administration/Public Information** Rev: **10/15/2026**

Reports To: **Executive Director** FLSA**: Part-Time / Non-exempt** Pay Grade**: 3**

General Scope of Work: The Digital Communications and Outreach Coordinator supports the district's public information, community outreach, and educational initiatives. This position is responsible for assisting with the development and distribution of public education materials, maintaining the district's website and social media platforms, and communicating information about mosquito prevention, mosquito control operations, seasonal mosquito activity, and District services.

The coordinator helps promote public awareness, encourage community participation in mosquito prevention efforts, and maintain clear, accurate, timely, and professional communications between the District and the public.

Essential Functions (without accommodations):

- Prepare, schedule, and publish content on the District's Facebook page and other approved social media platforms.
- Create or coordinate educational graphics, photographs, short videos, and public service announcements.
- Monitor comments and messages and respond to routine inquiries in accordance with District policies. Refer technical questions, service requests, complaints, and sensitive matters to the appropriate District personnel.
- Update the District's website with current announcements, public notices, educational materials, events, and program information.
- Review website content periodically to ensure information is accurate, relevant, and easy to understand.
- Identify outdated links, content, or other website issues and coordinate corrections.
- Help improve the accessibility, readability, and organization of online information.
- Support community education initiatives, presentations, informational displays, and outreach events.
- Assist the preparation of flyers, brochures, newsletters, and other public information materials.
- Assist with outreach to schools, homeowners' associations, community organizations, and local government partners as directed.
- Assist with preparing newsletters, public service announcements, news releases, informational emails, and other communications.
- Maintain an organized library of approved photographs, graphics, educational materials, and communication templates.
- Develop and maintain a monthly social media and outreach content calendar.
- Track basic communication metrics, including post reach, engagement, website activity when available, and audience growth.
- Prepare periodic summaries of social media activity, outreach initiatives, and completed projects.
- Perform other related duties as assigned.

Education and Experience

- Bachelor's degree or equivalent; additional coursework or experience in communications, graphic design, public relations, marketing, digital media, or a related field is preferred; equivalent education and relevant work experience may be considered.
- Experience managing social media accounts, preparing digital content, or maintaining website information is preferred.
- Strong written communication, proofreading, and organizational skills.
- Familiarity with Facebook and common website content management systems.

- Proficiency with basic office software and digital content creation tools.
- Ability to work independently, manage assignments, and meet deadlines.

Knowledge, Abilities, and Skills

- Strong attention to detail and accuracy.
- Professional customer service and interpersonal communication skills.
- Ability to prepare informative, engaging, and audience-appropriate content.
- Ability to manage multiple assignments and maintain an organized content schedule.
- Ability to exercise discretion when handling public inquiries and District information.
- Ability to work collaboratively with District staff and community partners.

Physical Requirements: This position primarily involves sedentary office work, including prolonged periods of sitting, working at a computer, using a telephone, and creating and reviewing digital content. The position requires the ability to communicate effectively in person, by telephone, and electronically; read and prepare written materials; and operate standard office equipment. Occasional standing, walking, bending, reaching, and lifting or carrying outreach materials, displays, or supplies may be required when supporting community events and educational activities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.