CITY OF WEST HOLLYWOOD, CALIFORNIA
CLASS SPECIFICATION

CLASS TITLE: DIGITAL MEDIA MANAGER
DEPARTMENT: COMMUNICATION DEPARTMENT
REPORTS TO: COMMUNICATIONS MANAGER
BARGAINING UNIT: WHMA
CLASS CODE: FLSA STATUS: EXEMPT
APPROVED: LAST REVISED:

JOB SUMMARY:
Manages staff and directs, plans, organizes, coordinates and performs a variety of complex professional and administrative functions related to public information including overseeing the City's digital, online, social and emerging media communications; the City’s website including; operations, development and infrastructure; and the City’s social/emerging media presence and strategies.

ESSENTIAL JOB FUNCTIONS: (All responsibilities may not be performed by all incumbents.)

Carries out supervisory/managerial responsibility in accordance with policies, procedures and applicable laws, including: interviewing, hiring and training staff; planning, assigning and directing work; establishing deadlines; appraising performance; rewarding and disciplining employees; coordinating, developing and approving staff training; and addressing complaints and resolving problems.

Plans, coordinates, assigns, and monitors performance and coaches, counsels, mentors, trains, and advises employees in department for the dual goals of meeting department goals and employee career development; assists staff in the completion of assigned tasks.

Acts as the primary liaison for planning, forecasting, strategizing, technical adeptness, and oversight of training/support for staff across the organization related to digital and social media tools and assets, which includes video content strategy, development and production.

Responsible for developing, implementing and refining comprehensive community outreach programs and strategies which advance the City’s mission, visions, and goals with key constituents and communities.

Oversee community management, including moderating support for social media initiatives, and scheduling content. Develop, implement, and manage innovative ideas/promotions to drive greater relevance, engagement, and grow external social media and digital media platforms and communities.

Manages social media video content in order to integrate the goals of the City’s social media program; oversees production of City’s government channels and public access channel ensuring standards within the City’s overall social media engagement plan are met.

Coordinates and manages multiple contracts including the coordination and negotiation of consultant services, solicitations, and the issuance and analysis of requests for proposals or qualifications.

Manages special projects relating to public information from program inception, design, development and implementation; coordinates work of consultants, committees and staff in the completion of complex program activities.

Represent the City in the region to other municipal governments and their organizations; organizes, attends, and serves the City’s interest at public, community and special interest meetings, as well as civic and legislative events.

Expedites, educates, develops and coordinates the organizations activities for best practices in Digital and Social Media and maintains the organization’s compliance in regards the regulations/requirements of the various City programs involving other City departments, and all the City’s digital and social media channels and platforms.

Coordinates division activities with other departments, divisions, and/or outside agencies.

Manages the Division’s budget and assists in preparing the organization budget, including: conducting research; preparing projections; working with departments to correct/amend budget submission; providing and presenting financial information and related data; and participating in budget hearings/meetings.

Attachment C
Prepares and/or reviews complex reports and analysis utilizing a variety of software; receives, sorts, and summarizes material for the preparation of reports; prepares work reports; relays and interprets administrative decisions, policies and instructions.

Assists in planning long-range goals, objectives, organizational structure, and overall direction for the department.

Assists in planning and implementing short-term or annual goals, objectives, and strategies for the department, projects or programs to ensure efficient organization and completion of work.

**IMPORTANT JOB FUNCTIONS:**

Foster strategies for growth and engagement of online communities.

Prepares reports and makes presentations to the City Council and various boards and commissions.

Maintains and upgrades professional knowledge, skills, and development by attending seminars and training programs and reading trade and professional journals and publications.

Interacts with a variety of high-level individuals, both internally and within the community, to provide information, disseminate departmental information and assist in resolving administrative issues.

Disseminates a variety of information to various agencies, divisions, or departments via telephone, mail or FAX.

Performs other related duties as assigned.

**MATERIAL AND EQUIPMENT USED:**

General Office Equipment    Computer

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

Bachelor’s degree from an accredited four-year college or university in related field; Master’s degree in related field is preferable; and,

Five to seven years of progressively responsible related experience; or,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

**Licenses and Certifications:**

None.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**Knowledge of:**

Principles and best practices in government social media.

Expert knowledge of all leading social media sites, including their algorithms.

Principles and best practices in broadcast and digital media.

Principles and best practices Social Media ROI.

Principles and best practices advertising.
Principles and best practices marketing.
Best posting times for each social media platform.
Website analytics tools.

Search Engine Optimization (SEO).
Social media monitoring platforms such as Hootsuite, Sprout Social and its integrations and all pertinent engagement metrics.

Management of staff and activities, either directly or through subordinate supervision.
Principles and practices of the public administration, including knowledge of government organizations and operations.
Principles and practices of project management and budget preparation.
Administrative principles and practices, including goal setting and implementation.
Applicable state, federal, and local ordinances, codes, laws, rules and regulations, and legislative issues.
Principles and practices of research, analysis, data compilation and effective report writing.
External governmental bodies and agencies related to area of assignment.
Principles, practices, and techniques of effective customer service and collaborative problem solving.
Methods and techniques of research, statistical analysis and report presentation.
Budget development processes and procedures.
Project management techniques, including contract management.

Skill in:
Using digital and social media platforms, software, applications for content delivery, content monitoring and data collection.
Developing communications strategy for digital and social media channels.
Developing messaging and tonality for digital and social media content.
Preparing messaging and writing copy for digital and social media content.
Providing creative direction for the development of graphics, video and animations for digital and social media content.
Creating promotional and advertising campaigns.
Technical writing and language skills.
Digital publishing.
Collaborating with Videographers and Multimedia Designers.
Work with copywriters and designers to ensure content is informative and appealing.
Planning, organizing, assigning, directing, reviewing and evaluating the work of staff; selecting and motivating staff and providing for their training and professional development.
Developing and implementing policies and procedures.
Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.

Using tact, discretion, initiative and independent judgment within established guidelines.

Preparing clear and concise reports, correspondence, and other written materials.

Applying logical thinking to solve problems or accomplish tasks; analyzing, resolving, and/or making recommendations regarding a variety of administrative, financial, and operational issues.

Communicating orally and in writing with staff, the public and City and government officials in order to give and receive information in a courteous manner.

Public speaking techniques.

Using a computer and appropriate computer applications to perform the essential and important functions of the job.

Abilities:

Ability to maintain a secure database of all social media login credentials.

Ability to explore the potential value of social media sites.

Ability to keep an up to date record of social media accounts across the organization to create a unified, official tone of voice.

Ability to work with copywriters and designers to ensure content is informative and appealing.

Ability to establish and maintain effective working relationships with others.

Ability to perform mathematical calculations at the appropriate level.

Ability to learn and follow City and departmental policies and procedures.

Ability to communicate in English both orally and in writing at the appropriate level.

While performing the essential functions of this job, the incumbent is regularly required to sit; use hands to finger, handle, or feel objects; reach with hands and arms; speak and hear; and occasionally push, pull and/or lift up to 10 pounds.

Working Conditions:

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.

The incumbent's working conditions are typically moderately quiet.

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.