JOB SUMMARY:

Performs a variety of complex technical and professional functions related to communications/public information including; City's digital, online, social and emerging media communications; including coordination of the City’s social/emerging media presence and strategies. Designs and maintains content for the City’s government access channels, social media channels, and digital displays; and assists in the completion of other functions related to communications/public information programs and activities.

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

Responsible for maintaining the City's social/emerging media presence including; monitor and track informational trends related to the City across various social and emerging media platforms; Develops, analyzes and provides policy recommendations related to social and emerging media to appropriate departments and divisions and the City Council.

Assists with the development and administration of City’s social media programs, including policy and content. Provide continual monitoring of engagement with current and potential referral sources, consumers, business partners, agency partners, legislators, etc. Train staff on policy and appropriate use of social media as needed.

Research, write, produce, and edit video presentations and content. Schedule video projects and presentations to divisions to improve internal communications, workflows, and education. Assist with the coordination and communication of events, meetings, tours and presentations. Train staff on available tools to assist them as needed.

Implement strategies to expand the City’s presence and reach on social media platforms. Provide live social media coverage of City events. Research tools, hardware, and software that would enable the Communications Department to better create compelling visual content; recommend enhancements to the City’s digital and social/emerging media use. Responsible for City’s social/emerging media infrastructure including; implementation and use of social/emerging media tools; the integration of various cross-platform social/emerging media applications; analyze emerging trends and best practices in digital communication and interaction.

Designs, edits and updates City information on the City’s government access channels, websites, and digital displays.

Assists with the City’s website infrastructure including; website related hosting, development, streaming video, and related contracts.

Prepares complex, routine, and non-routine reports utilizing a variety of software; receives, sorts, and summarizes material for the preparation of reports; prepares staff and work reports; develops charts and graphs.

Coordinates various interdepartmental projects; develops reports related to project status and completion.

IMPORTANT JOB FUNCTIONS:

Serves as a liaison and/or member of various committees and/or teams and collaborates, persuades, presents reports to and negotiates with others outside own work area to coordinate efforts and maintain cooperative and efficient relations.

Researches, develops, interprets, communicates, and monitors ordinances, regulations, policies, procedures, codes, standards, etc.; recommends improvement when necessary and writes/revises same.
Converts media and graphic files to other formats for publications, websites, cable and other media outlets.

Edits and designs promotional materials; assists in publishing materials; obtains bids and coordinates functions with vendors/contractors.

Takes digital photographs for use in publications, websites, broadcast/cable and other media outlets.

Creates complex video and digital graphic presentations.

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

Follows up on inquiries from various agencies, groups, media, etc., regarding department programs and services.

Disseminates a variety of information to various agencies, divisions, or departments via intranet, telephone or email. May serve as backup for other positions within the department.

Performs other related duties as assigned.

**MATERIAL AND EQUIPMENT USED:**

General Office Equipment, Computer, Cable Television Broadcasting Equipment
Scanner, Digital Camera

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

Bachelor's degree from an accredited four-year college or university in a related field; and,

Two to three 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:**

Applicable state, federal and local ordinances, codes, laws, rules and regulations and legislative issues.

Web development language.

Cross-platform social/emerging media applications.

City government organization and operations.

External governmental bodies and agencies related to area of assignment.

Administrative principles and practices, including goal setting and implementation.

Complex computer software and applications.

Internet and web site management techniques.
Cable programming concepts, techniques and practices.

**Skill in:**

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

Using creativity to develop web site content.

Analyzing and resolving technical data, situations and problems.

Operating complex computer software and hardware.

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

Researching, analyzing, compiling, interpreting and summarizing a variety of informational and statistical data and materials.

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

Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.

Applying logical thinking to solve problems or accomplish tasks; to understand, interpret and communicate complicated policies, procedures and protocols.

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

**Abilities:**

Ability to work in a complex political environment

Ability to read and interpret documents such as operation and maintenance instructions, procedure manuals, and so forth.

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

Ability to establish and maintain effective working relationships with others.

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

Ability to perform mathematical calculations at the appropriate level.

Ability to learn geography of the City.

Ability to analyze and resolve complex problems involving several variables.

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 and television production studio with little exposure to outdoor temperatures or dirt and dust. The incumbent is exposed to electrical hazards when working with equipment used in television production functions.

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.