

March 2011

Digital Media Specialists

Job Description

Exempt: No
Department: Information Systems
Reports To: Information Systems Director
Location: City Hall
Date Prepared: May 07, 2013
Date Revised: May 14, 2013

GENERAL DESCRIPTION OF POSITION

The incumbent is responsible for communications from the City to include marketing and advertisement to increase awareness of activities of the City, media design and production, and maintaining the City website.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Oversee the operations and strategic use of the city's in-house, full service television station and media production studio. This duty is performed daily.
2. Responsible for the development and implementation of high-quality communications and marketing programs. This duty is performed as needed.
3. Manage the development, distribution, and maintenance of all printed and electronic material including, but not limited to newsletters, brochures, and City of Jonesboro's website. This duty is performed as needed.
4. Direct the city's media relations for City activities. This duty is performed as needed.
5. Perform any other related duties as required or assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

Knowledge of a specialized field (however acquired), such as basic accounting, computer, etc. Equivalent of four years in high school, plus night, trade extension, or correspondence school specialized training, equal to two years of college, plus 19 to 23 months related experience and/or training. Or equivalent combination of education and experience.

COMMUNICATION SKILLS

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions,

ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS

Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Video production software (Final Cut Pro or equivalent)
Graphic design software
Web Design software

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Advanced: Presentation/PowerPoint
Intermediate: Spreadsheet, Word Processing/Typing
Basic: Alphanumeric Data Entry

INITIATIVE AND INGENUITY

SUPERVISION RECEIVED

Under direction where a definite objective is set up and the employee plans and arranges own work, referring only unusual cases to supervisor.

PLANNING

Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work; may also occasionally assist in the planning of work assignments performed by others within a limited area of operation.

DECISION MAKING

Performs work operations which permit frequent opportunity for decision-making of minor importance and also frequent opportunity for decision-making of major importance; the latter of which would affect the work operations of other employees and/or clientele to a moderate degree.

MENTAL DEMAND

Moderate mental demand. Operations requiring almost continuous attention, but work is sufficiently repetitive that a habit cycle is formed; operations requiring intermittent directed thinking to determine or select materials, equipment or operations where variable sequences may be selected by the employee.

ANALYTICAL ABILITY / PROBLEM SOLVING

Moderately structured. Fairly broad activities using moderately structured procedures with only generally guided supervision. Interpolation of learned things in somewhat varied situations.

SUPERVISORY RESPONSIBILITIES

No supervision.

Supervises the following departments:

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Regularly responsible for property where carelessness or error would result in only minor damage or minor monetary loss. Almost continuous care and attention is required when handling this property in order to prevent loss.

ACCURACY

Probable errors would not likely be detected until they reached another department, office or patron, and would then require considerable time and effort to correct the situation. Frequently, possibility of error that would affect the organization's prestige and relationship with the public to a limited extent, but where succeeding operations or supervision would normally preclude the possibility of a serious situation arising as a result of the error or decision.

ACCOUNTABILITY

FREEDOM TO ACT

Generally controlled. General processes covered by established policies and standards with supervisory oversight.

ANNUAL MONETARY IMPACT

None. Job does not create any dollar monetary impact for the organization.

IMPACT ON END RESULTS

Modest impact. Job has some impact on the organizations end results, but still from an indirect level. Provides assistance and support services that facilitates decision making by others.

PUBLIC CONTACT

Regular contacts with patrons, either within the office or in the field. May also involve occasional self-initiated contacts to patrons. Lack of tact and judgment may result in a limited type of problem for the organization.

EMPLOYEE CONTACT

Contacts with other departments or offices and also frequently with individuals in middle level positions; consulting on problems which necessitate judgment and tact in presentation to obtain cooperation or approval of action to be taken. Also, important contacts with associates as required in advanced supervisory jobs.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Regular personal computer support, technical help, and/or basic software support, database analysis, level I technician, project coordination, installation and help desk.

WORKING CONDITIONS

Somewhat disagreeable working conditions. Continuously exposed to one or two elements such as noise, intermittent standing, walking; and occasional pushing, carrying, or lifting.

ENVIRONMENTAL CONDITIONS

The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions, risk of electrical shock. The noise level in the work environment is usually moderate.

PHYSICAL ACTIVITIES

The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

High diversity, low physical. Work activities which allow for considerable amount of diversity as an incumbent performs a variety of tasks. Such tasks might be performed from a given work area, or the individual may move about physically in performing a variety of duties.

While performing the functions of this job, the employee is continuously required to use hands to finger, handle, or feel, talk or hear; regularly required to sit, reach with hands and arms, taste or smell; and frequently required to stand, walk; occasionally required to climb or balance, stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision; distance vision; color vision; peripheral vision; depth perception; and ability to adjust focus.

ADDITIONAL INFORMATION

Not indicated.