

City of Jonesboro - Feb 2017

Social Media Coordinator

Job Description

Exempt: No
Department: Mayor's Office
Reports To: Communications Director
Location: Not indicated.
Date Prepared: March 14, 2017
Date Revised: March 23, 2017

GENERAL DESCRIPTION OF POSITION

The incumbent is responsible for communication for the City to include social media promotions, graphics, and video productions to increase awareness of City activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Research audience preferences and discover current trends.
2. Maintain a strong online presence for the City of Jonesboro.
3. Create engaging text, image and video content.
4. Work with city departments to create videos and other productions for web publication.
5. Design posts to sustain readers' curiosity and create buzz about city business.
6. Measure web traffic.
7. Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
8. Train co-workers to use social media in a cohesive and beneficial way.
9. Facilitate online conversations with residents and respond to queries.
10. Report on online reviews and feedback.
11. Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
12. Suggest new ways to attract prospective followers, like promotions and competitions.
13. Other duties as assigned.
14. 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 7 to 11 months related experience and/or training, or equivalent combination of education and experience.

COMMUNICATION SKILLS

Ability to effectively communicate information and respond to questions in person-to-person and small group situations with customers, clients, general public and other employees of the organization.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to prepare and interpret bar graphs.

CRITICAL THINKING SKILLS

Ability to utilize common sense understanding in order to carry out written, oral or diagrammed instructions. Ability to deal with problems involving several known variables in situations of a routine nature.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS

Not indicated.

SOFTWARE SKILLS REQUIRED

Not indicated.

INITIATIVE AND INGENUITY

SUPERVISION RECEIVED

Under general supervision where standard practice enables the employee to proceed alone on routine work, referring all questionable 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 which would not only affect the operating efficiency of the individual involved, but would also affect the work operations of other employees and/or clientele to a slight 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.

RESPONSIBILITY FOR WORK OF OTHERS

Responsibility for work of others: Not indicated.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Occasionally responsible for the organization's and/or associated organization's property where carelessness or error would result in only minor damage or minor monetary loss. Ordinary care and attention is required when handling this property in order to prevent loss.

ACCURACY

Probable errors of internal and external scope would have a moderate effect on the operational efficiency of the organizational component concerned. Errors might possibly go undetected for a considerable period of time, thereby creating an inaccurate picture of an existing situation. Could cause further errors, losses, or embarrassment to the organization. The possibility for error is always present due to requirements of the job.

ACCOUNTABILITY

FREEDOM TO ACT

Standardized. Accepted processes covered by well-defined standardized policies and procedures with supervisory review.

ANNUAL MONETARY IMPACT

The amount of annual dollars generated based on the job's essential duties / responsibilities. Examples would include direct dollar generation, departmental budget, proper handling of organization funds, expense control, savings from new techniques or reduction in manpower.

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 of considerable importance within the department or office, such as those required in coordination of effort, or frequent contacts with other departments or offices, generally in normal course of performing duties. Requires tact in discussing problems and presenting data and making recommendations, but responsibility for action and decision reverts to others.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS

Occasional use of complex machines and equipment (desktop/laptop computer and software, road and production machines and equipment, etc.)

WORKING CONDITIONS

Periodically exposed to such elements as noise, intermittent standing, walking, occasionally pushing, carrying, or lifting; but none are present to the extent of being disagreeable.

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.

The noise level in the work environment is usually quiet.

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.

Moderate diversity, low physical. Work activities which allow for a moderate amount of diversity in the performance of tasks which are not as varied as those positions with high-level diversity and decision-making.

Specific vision abilities required by this job include color vision; and peripheral vision.

ADDITIONAL INFORMATION

Not indicated.