

## Digital Media Specialist Job Description

<b>Exempt:</b>	No
<b>Department:</b>	Communications Department
<b>Reports To:</b>	Chief Administration Officer
<b>Location:</b>	City Hall, Jonesboro, AR
<b>Date Prepared:</b>	June 3, 2026
<b>Date Revised:</b>	
<b>Safety Sensitive:</b>	No

### GENERAL DESCRIPTION OF POSITION

The Digital Media Specialist is responsible for coordinating and administering the City's digital communications, multimedia production, website content management, social media platforms, livestream broadcasts, audiovisual systems, and public information technologies. The position develops, produces, and distributes digital content designed to inform citizens, promote City programs and services, and support organizational communication objectives.

Under the direction of the Chief Administrative Officer, the incumbent manages the City's digital communication platforms, coordinates multimedia projects, maintains website content, supports public information efforts, and provides technical expertise related to digital media, broadcasting, branding, accessibility compliance, and communication technologies. The position exercises considerable independent judgment in planning and carrying out assigned projects while ensuring consistency, accuracy, and professionalism in public communications.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Oversee the operation, strategic utilization, livestream production, audiovisual systems, broadcast infrastructure, and multimedia production activities of the City's television station and media production studio.
2. Develop, produce, distribute, maintain, and manage the City's digital communications, branding, social media platforms, multimedia content, livestream broadcasts, website content, public information resources, and related communication channels.
3. Maintain, update, troubleshoot, and administer the City's website and associated online communication platforms.
4. Coordinate website content updates and assist departments in maintaining accurate, current, accessible, and user-friendly public information.
5. Assist in the development and implementation of communication, public information, digital media, multimedia, branding, and marketing programs.
6. Coordinate with City Administration in implementing communication initiatives designed to enhance digital communications, website functionality, social media engagement, and public awareness.
7. Coordinate and respond to Freedom of Information Act requests and public information inquiries in accordance with applicable laws and City policies.

8. Prepare speeches, correspondence, analytics reports, communication studies, strategic reports, presentations, multimedia materials, videos, graphics, and other public information content as requested.
9. Provide guidance and technical support to City departments regarding digital communications, social media administration, branding standards, website content management, accessibility requirements, multimedia production, and public information practices.
10. Assist City departments with graphic design, writing projects, creative content development, digital communications, multimedia production, and public information initiatives.
11. Monitor website performance, social media engagement, digital communication metrics, and communication effectiveness and provide recommendations for improvement.
12. Coordinate livestream broadcasts of City meetings, public events, special projects, and community activities.
13. Ensure compliance with branding standards, website accessibility requirements, FCC regulations, and established communication guidelines.
14. Research emerging communication technologies and recommend improvements to digital communication platforms, processes, and public engagement tools.
15. Maintain records, archives, digital assets, media files, communication materials, production schedules, and website content.
16. Attend meetings, public events, training programs, and professional development activities as required.
17. Operate a City vehicle in the performance of assigned duties.
18. Perform all other related duties as 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**

Bachelor's degree in Communications, Digital Media, Marketing, Journalism, Multimedia Production, Graphic Design, Information Technology, Public Relations, or a closely related field or four (4) years of progressively responsible experience in digital communications, multimedia production, website administration, marketing, broadcasting, public information, or a related field; or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

## **COMMUNICATION SKILLS**

Ability to prepare reports, correspondence, presentations, website content, public information materials, multimedia content, and communication resources. Ability to communicate effectively with elected officials, employees, media representatives, vendors, and the general public. Ability to explain technical information to non-technical users and provide communication support to multiple departments.

## **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 analyze information, evaluate alternatives, troubleshoot technical and communication-related issues, and exercise sound judgment within established policies and procedures. Ability to manage multiple projects, prioritize assignments, coordinate deadlines, and adapt to changing communication needs and technologies.

## **REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

## **PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS**

Not indicated.

## **SOFTWARE SKILLS REQUIRED**

Advanced:

- Website Content Management Systems
- Microsoft Word
- Microsoft PowerPoint
- Social Media Management Platforms
- Graphic Design and Multimedia Software
- Video Editing Software

Intermediate:

- Microsoft Excel
- Database Systems
- Photography and Digital Asset Management Software
- Livestream and Broadcasting Platforms

Basic:

- Contact Management Software
- Collaboration Platforms
- Video Conferencing Software

## **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**

Very close mental demand. Operations requiring very close and continuous attention for control of operations which require a high degree of coordination or immediate response. Operations requiring intermittent direct thinking to determine or select the most applicable way of handling situations regarding the organization's administration and operations; also to determine or select material and equipment where highly variable sequences are involved.

## **ANALYTICAL ABILITY / PROBLEM SOLVING**

Directed. Supervisory and/or professional skills using structured practices or policies and directed as to execution and review. Interpolation of learned things in moderately varied situations where reasoning and decision-making are essential.

## **RESPONSIBILITY FOR WORK OF OTHERS**

Responsibility for work of others: Not indicated.

## **RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT**

Occasionally responsible for organization's property where carelessness, error, or misappropriation would result in moderate damage or moderate monetary loss to the organization. The total value for the above would range from \$5,000 to \$150,000.

## **ACCURACY**

Probable errors would normally not be detected in succeeding operations and could possibly affect organization-patron relationship, involve re-work, or additional expenditures in order to properly resolve the error. The possibility of such errors would occur quite frequently in performance of the job. May also cause inaccuracies or incomplete information that would be used in other segments of the organization as a basis for making subsequent decisions, plans, or actions.

## **ACCOUNTABILITY**

### **FREEDOM TO ACT**

Directed. Freedom to complete duties as defined by wide-ranging policies and precedents with mid to upper-level managerial oversight.

### **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, and savings from new techniques or reduction in manpower.

Very small. Job creates a monetary impact for the organization up to an annual level of \$100,000.

### **IMPACT ON END RESULTS**

Moderate impact. Job has a definite impact on the organization's end results. Participates with others in taking action for a department and/or total organization.

## **PUBLIC CONTACT**

Extensive contacts with various diversified sectors of the public environment; wherein, the contacts are of major importance and failure to exercise proper judgment can lead to substantial losses to 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 use of highly complex machines and equipment; specialized or advanced software programs.

## **WORKING CONDITIONS**

Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

## **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.

Semi-repetitive, low physical. Semi-repetitive type work which requires periods of concentration for varied time cycles as prescribed by the tasks.

While performing the functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, talk or hear; occasionally required to stand, walk, reach with hands and arms, stoop, kneel, crouch, or crawl.

### **ADDITIONAL INFORMATION**

Not indicated.