

CITY OF MARGATE, FLORIDA JOB DESCRIPTION

JOB TITLE: MULTIMEDIA SPECIALIST (Job Code 611).

GENERAL STATEMENT OF JOB

The purpose of this position is to perform responsible and independent work in support of the City's communication and marketing plan. Under the general direction of the Communications and Marketing Manager, this position shall support and expand the City's public information/relations, outreach, marketing, and communications programs, as well as assist with outreach, marketing, and communication programs for the Margate Community Redevelopment Agency (CRA). Work involves but is not limited to researching, planning, and developing marketing and communications materials, writing and producing media communications, representing the City and CRA at special events; and providing quality assurance in accordance with the City's and the CRA's branding and best practices. This position will also provide graphic design and photography work for the City and CRA.

ESSENTIAL FUNCTIONS

The following duties and functions, as outlined herein, are intended to be representative of the type of tasks performed within this position. They are not listed in any order of importance. The omission of specific statements of the duties or functions does not exclude them from the position if the work is similar, related, or a logical assignment for this description. Other duties may be required and assigned.

Designs and implements brand-appropriate public relations, advertising, and marketing collateral/materials for the City and Community Redevelopment Agency (CRA).

Assists with the development of social media content and campaigns for the City and CRA. Posts daily content and related photographs and/or videos. Increases and engages followers utilizing innovative campaigns, contests, and incentives. Monitors and analyzes statistical data and provides detailed reports as requested.

Plans, designs, writes, reviews and coordinates the production of City and CRA publications, including brochures, flyers, posters, pamphlets, newsletters, and reports.

Ensures all messaging and designs are consistent with the City's branding.

Assists in the administration of the City's strategic communications plan including working with all City departments to keep the public informed of departmental programs, events, accomplishments, and activities.

Attends City, CRA, and area events. Photographs City and CRA events and programs to be used for social media, publications, website, and the City's governmental access television channel.

Assists with the development of video and other content for the City's government access channel, website and social media.

Researches, writes, and disseminates news releases, and other informational materials to newspaper, television, radio, and other communications media.

Creates camera-ready artwork using desktop publishing programs such as Adobe Photoshop, InDesign, Illustrator, etc.

Organizes and coordinates promotional items with outside vendors in accordance with established City and CRA procedures.

Coordinates programming for the City governmental access channel, including but not limited to notices of events, job announcements, bid opportunities, road construction projects, emergency announcements, and other content as needed.

Conducts routine City website auditing and makes recommendations for effective changes on the content.

Assists in preparation and dissemination of emergency information and communications.

Assists in the implementation of annual surveys for benchmarking.

Works closely with City departments and CRA to support and increase the City's brand.

Works in coordination and conjunction with designated public information officials of other City Departments as directed.

Serves as the City Receptionist as assigned in conjunction with the City Clerk's Office.

Performs tasks and assignments as directed by the Assistant City Manager.

Performs Emergency Response tasks and assignments as directed by the City Emergency Response Director or authorized Emergency Response subordinate.

MINIMUM TRAINING AND EXPERIENCE

Must possess a Bachelor's degree in Business Administration, Public Administration, Journalism, Graphic Design, Public Relations, Communications, Marketing, or related field; supplemented by a minimum of one (1) year previous related experience, preferably with a governmental agency. Must have extensive knowledge of the workings of the media, and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media. Computer graphics design experience, and experience managing and directing creative projects preferred. Broad range of writing ability required, from advertising copy to technical articles. Knowledge of electronic communications, including web publishing, electronic newsletters, social media, and other online communications a must. Computer proficiency in the Microsoft Office Suite and Adobe Creative Suite are required, or similar software being preferred.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Tasks involve some walking, standing; some lifting and carrying objects of light to moderate to weight (5-15 pounds).

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, or composite characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving oral instructions, assignments and/or directions.

Language Ability: Requires the ability to read a variety of materials relevant to government, legal, and City administration operations that range from moderate to complex levels.

Intelligence: Requires the ability to analyze and interpret problems, and draw valid conclusions in program coordination development.

Verbal Aptitude: Must communicate efficiently and effectively in standard English. Must consistently demonstrate the ability to speak with poise, confidence, and voice control.

Numerical Aptitude: Requires the ability to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various types of information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in handling, sorting, and filing documents.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors or shades of color.

Interpersonal Temperament: Requires the ability to deal with people from a variety of departments and the public in both giving and receiving instructions. Must consistently demonstrate an ability to perform under stress.

Environmental Requirements: Tasks are performed with infrequent exposure to adverse environmental conditions.

KNOWLEDGE, SKILLS, AND ABILITIES

Ability to effectively demonstrate excellent organizational, oral, and written communications skills, and the ability to work with individuals both internal and external to the City.

Ability to plan, schedule, and coordinate projects and programs.

Knowledge of journalism and communications and marketing principles and practices, and the techniques of researching, composing, and editing publicity material.

Knowledge of current communications channels, including traditional and modern media, including social media, and a working knowledge of the technology supporting them.

Knowledge of graphic design, website guidelines and standards, and communication industry best practices, as well as the ability to perform the basic functions of website content management systems.

Knowledge and experience in photography and videography and related editing ability.

Skilled in editing and writing with the ability to understand and write about complex information.

Skilled in the professional use of social media platforms.

Skilled in information design and information architecture, including layout and design for web pages and social media.

Skilled in graphic designing.

Ability to write and assemble interesting and informative articles, news releases, and other publicity messages and materials.

Ability to maintain awareness of current events that may impact implementation of City policies and public information programs.

Ability to work independently, plan, organize, and execute assignments with minimum supervision.

Ability to organize, plan, and implement multiple, time-sensitive assignments, including acting as a project team leader.

Ability to establish and maintain effective working relationships management, employees, elected officials, local media, community members, and the general public.

Ability to prepare clear, accurate, and consistent messages communicating the City's goals, objectives, policies, strategic plans, and information through various digital platforms to a diverse customer environment.

EQUAL OPPORTUNITY EMPLOYER

The City of Margate, Florida, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Margate will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

I have read and acknowledge receipt of this Job description.

Employee Name and Signature

Date