

South Jordan City

Job Description

Title: Multi Media Coordinator
Org: 100100
Pay Grade: 13

Effective Date: 7/2/17
FLSA: Non-Exempt
Workers Comp: Municipal

GENERAL PURPOSE

Provide assistance in a variety of job duties related to graphic design, public relations, social media, media relations and constituent communications. Write, develop, edit and otherwise furnish content for social media, the City website, media relations and public relations efforts of the City. Manage various City publications (both in print and electronic) including the Leisure Guide, Recreation Newsletter, Special Events brochures, and the Focus Newsletter.

SUPERVISOR

Associated Director of Administrative Services

POSITION(S) SUPERVISED

None

ESSENTIAL JOB FUNCTIONS

Job attendance is required, except for authorized leave.

Accomplish performance goals as established and assigned by the employee's supervisor.

Create compelling content to be shared on social media. Promote and highlight city events and services through social media.

Complete and monitor strategic projects related to public relations, web content, video production, media relations, and communications to determine their effectiveness and overall quality.

Design banners, fliers, website content, photos and videos for use on City social media.

Track social media analytics.

Responsible for social media events and coordination.

Responsible for creation and coordination of city content for the monthly Focus newsletter, quarterly Leisure Guide, and recreation newsletter.

Respond to requests for information and provide information related to city services, programs, and general policies, practices and procedures.

Centralize city campaigns. Schedule and organize time-sensitive messages. Responsible for keeping regular schedules and meeting deadlines.

Oversee public engagement strategies and prepare reports on effectiveness of each campaign.

Maintain the communication/marketing media output schedule.

Develop and edit promotional materials. materials for the department as directed. Gather and organize information to plan advertising campaigns.

Responsible for city outreach (internal and public) through various communication mediums.

Develop, edit, and electronically publish photos and video.

Develop, write, and edit public relations materials for City—in particular, the Focus Newsletter, Leisure Guides, Recreation Newsletters and Special Events brochures.

Responsible for centralized public service announcements and service campaigns for the city, which includes email, constant contact, public email address maintenance.

Provide supporting research and recommendations to aide with strategic decisions about City communications plan.

Responsible for website administration and video content and production coordination.

Write, edit, and release information to the press when directed.

Professionally represent the City on various committees and municipal associations as assigned.

Perform other duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor's degree from a regionally accredited college or university with major course work in public relations, advertising, graphic design, marketing, or mass communications or other closely related field.

AND

B. One-year experience in graphic design, marketing, public relations, mass communications or related duties listed above.

2. Special Qualifications:

Professional-level experience with graphic design, photo or video editing software and techniques preferred.

Local government experience preferred.

3. Knowledge, Skills and Abilities:

Ability to write, edit, and communicate effectively and clearly through a variety of media including, but not limited to, social media, City website, and other forms of online communication.

Ability to operate a personal computer and Microsoft and Apple products. Moderate knowledge of spreadsheet programs to create reports for analysis and process improvement.

Knowledge of public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing (specifically Adobe Creative Suite, which includes Photoshop, Illustrator, Acrobat, and InDesign programs) and web development.

Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Ability to use digital camera, cell phone, and tablets.

Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Ability to organize well and prioritize time-sensitive assignments. Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

Ability to analyze a situation and make sound recommendations and presentations.

Ability to establish and maintain effective working relationships with employees, other agencies, and the public; ability to follow written and oral instructions; ability to communicate effectively, verbally and in writing. develop and maintain effectively working relationship with elected officials, professionals, the public and co-workers.

Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

4. Working Conditions:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, and reaching. Continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking, and creative problem solving. Periodic travel required in normal course of job performance.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to and do not infer or create any employment, compensation, or contract rights to any person(s). This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This updated job description supersedes all prior descriptions for the same position.

Human Resources Use Only

Job Class:	Municipal Non-Exempt	EEO-4 Class:	Para-Prof
Location:	Communications/Media	EEOP Class:	Serv/Maint
Group/BU:	General Pay Plan	Tech-Net Match:	245/No Matches