



CLASSIFICATION DESCRIPTION

TITLE: DIGITAL MEDIA ASSOCIATE

JOB CODE: 14 (Exempt)

GENERAL DESCRIPTION OF DUTIES

Under general supervision, the purpose of this position is to contribute to the City's Communications and Marketing efforts by performing a variety of digital media services including but not limited to graphic design, social media content and multimedia creation. Position is dedicated to overall public relations with an emphasis on digital content, as well as other multimedia methods. Performs related work as directed.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Collaborates with colleagues to plan, organize and implement City's communications (including public relations and community outreach) and marketing goals and objectives.
- Assists in the ongoing development and implementation of the City brand; ensures all communications are consistent with the City brand.
- Primarily produces digital and social media content.
- Assists with operation of the City's streaming services, including YouTube.
- Produces graphic design and other visual presentations by designing art and copy layouts in the Adobe Suite.
- Sets up and operates a variety of production equipment, including microphones, television monitors, character generators, modulators and other accessories.
- Works closely with colleagues to coordinate ceremonial, public special events and staff training events, to include audiovisual setup and operation; provides setup and monitoring (microphones, loud speakers, and/or audio mixer) for special events.
- Takes photographs for communications and marketing purposes.
- Keeps up-to-date on latest trends and technologies related to digital media.
- Communicates effectively with staff, community groups, City officials and employees.
- Performs related duties as directed.

MINIMUM TRAINING AND EXPERIENCE

Associate's Degree in Communications, Graphic Design, Public Relations, Broadcast Journalism, Social Media Management or related field; supplemented by five (5) years progressively responsible experience in digital media; or a Bachelor's Degree and two (2) years or an equivalent combination of education, training, and experience in digital media.

LICENSES, CERTIFICATIONS OR REGISTRATIONS

Must possess and maintain a valid Florida Driver's License.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to understand and follow written and oral instructions and to clearly communicating information both verbally and in writing.
- Considerable knowledge and experience with computers, including using Microsoft Office programs especially Word, Excel, PowerPoint and Excel).
- Ability to do graphic design using the Adobe Suite: InDesign, Illustrator and PhotoShop.
- Ability to produce video using modern techniques, camera equipment and cell phone/iPad, as well as basic video graphics and design using Adobe Premiere.
- Ability to operate and maintain portable and studio audiovisual and video production equipment.
- Ability to operate social media channels including Facebook, Instagram and Twitter.
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- Ability to operate a DLSR camera for photography.
- Ability to multi-task and manage a variety of projects in an effective manner.
- Ability to work independently to carry out assignments to completion, as well as to work in a team atmosphere.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with a minimum of direction.

PHYSICAL REQUIREMENTS

- While performing the essential functions of this job the employee is regularly required to stand, walk, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and lift and/or move up to 25 pounds.

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the emplo