



CLASSIFICATION DESCRIPTION

TITLE: CONTENT CREATION ASSOCIATE **JOB CODE: 11 (Non-Exempt)**

GENERAL DESCRIPTION OF DUTIES

Under general supervision, to perform a variety of digital media production activities, including but not limited to photo, video & audio editing, graphic design, data visualization, social media management and other visual, written and online communications. Performs related duties as directed.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Collaborate with colleagues to plan, organize and implement City's communications and marketing goals and objectives.
- Produce digital media assets from start to finish, including ideation, design, production, editing and posting.
- May prepare production schedules and request equipment and supplies.
- May assist in the development and production of promotional materials and mailings.
- Independently operate all aspects of digital media production equipment—including cell phone cameras, video cameras, DSLR cameras, drones, microphones, lighting systems and other accessories.
- Prepares graphic design and other visual presentations by designing art and copy layouts as well as data visualization.
- Communicate effectively with staff, community groups, City officials and employees.
- Work extensive or unusual hours—including evenings and weekends as needed.
- Perform related work as required.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required).

MINIMUM TRAINING AND EXPERIENCE

Associate's Degree with major or specialized coursework in digital marketing, broadcasting, video communications, radio/television or a related field supplemented by two (2) years experience in

communications and working with a variety of digital media production in relevant role or an equivalent combination of education, training, and experience.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

Valid Florida Driver's License

KNOWLEDGE, SKILLS AND ABILITIES

- Principles, practices, methods, techniques and equipment used in the design, creation and production of digital media assets.
- Operation and maintenance of audiovisual and production equipment including sound and lighting systems.
- Knowledge of advanced programs for compositing and editing techniques such as Photoshop, Premier and Illustrator. As well as professional computer programs such as Microsoft Office and various social media platforms.
- A general understanding of data visualization and infographics, including the purpose and best practices for creating compelling content.
- A generally positive and growth-oriented mindset, professional appearance and attitude with the ability to showcase good judgement and decision making.
- Skill in clearly communicating information both verbally and in writing.
- Ability to work independently and collaboratively to carry out assignments to completion.
- Ability to organize work, establish priorities, meet established deadlines, and follow up on assignments with some direction.
- Be an effective team player and problem solver.

PHYSICAL REQUIREMENTS

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Walking, Standing, Kneeling, Bending, Pulling, Stooping, and Driving
- Heavy (45 pounds and over) lifting and carrying
- Electrical equipment operation
- Ability to access, input and retrieve information from a computer

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 employer.