

Job Description

MULTIMEDIA AND WEB SERVICES COORDINATOR

\$57,317 - \$79,013

FSLA - Exempt

City of Maricopa Overview

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

Job Description

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this position. Other duties may be required, assigned, and expected commensurate with the administrative needs of a newly incorporated city.

General Purpose

Responsible for all media services for the City including the web site, social media platforms, electronic communication, City cable productions and on-line video/presentation content, graphic print work and City Hall presentations. Leads cross-departmental efforts to channel content to citizens and staff through web and new media tools and recommends strategic direction.

Essential Duties and Responsibilities

These duties are a representative sample; position assignments may vary.

- Serves as primary liaison for media services to internal customers, external stakeholders and citizens
- Oversees City website, video production, cable channel, audio visual services, graphic design and presentation services
- Builds overall organizational consensus on strategic direction for web services
- Consults with organizational stakeholders to ensure web services standards related to graphical and operational consistency, security, publishing methods and usability
- Educates designated City employees in using the website content management system to design and post relevant information to the city website
- Works closely with City divisions to assure web navigation, presentation and content are integrated with and support other City communication initiatives and reflect City editorial, graphics and other standards
- Handles multiple projects simultaneously using good judgment in prioritizing works assignments

- Produces, distributes, and broadcasts live and taped programs for City's government access channel, City-wide public information and communication purposes
- Coordinates, sets up, and operates video and lighting systems for broadcast productions, public meetings and other city events
- Creates graphics and animations for regular programs and special events that air on the government access channel
- Acts as principal internal graphic design support for City publications and oversees work with contract graphic design firms, ensuring adherence to City Brand
- Recommends and drafts procedures and production manual for staff use of equipment and facilities
- Schedules and updates on air programming and programs public meetings into the play schedule
- Acts as liaison with local cable operator's technical staff to insure acceptable quality of public safety channel signal
- Makes recommendations for the purchase of video, audio and lighting systems production equipment and researches and procures additional programming
- Provides training and supervision over freelance video production and graphic design contractors and interns
- Maintains itemized and organized inventory of equipment, video and audio archives
- Prepares assigned program budget and facilitates funds received

Supervisory Responsibilities

- Works under general direction of the City Manager's Office
- Monitors and oversees contract service providers, video production, graphic design, and carries out responsibilities in accordance with the organization's policies and applicable laws.

Minimum Qualifications

A Bachelor's degree or comparable experience in a field related to information or communications, communications technology management, videography or graphic design from an accredited institution, and three years of progressively responsible experience in design, development and management of web services technology and audio-visual productions, photography or a related field. Requires a working knowledge of content management systems, as well as recent experience working with style guides, copy editing, layout design and content development. Journey-level video production experience preferred.

Any equivalent combination of training and experience, which provides the required knowledge, skills, and abilities.

Special Requirements

- Valid Arizona driver's license
- Ability to see full color spectrum

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge and Skills Required

- Modern videography, graphic design and animation techniques
- Web page design and layout
- Best practices related to web services development, management and communications
- Public relations principles
- Software programs and operating systems, including but not limited to: MAC OSX, Windows, Adobe Premiere, After Effects, Photoshop, Illustrator, Lightroom, and InDesign. A wide variety of television production equipment
- Social media optimization
- E-government practices and policy issues
- Thorough working knowledge of MS Windows and Web publishing tools including content management systems and theory
- Microsoft Windows Office products
- Various video production procedures, broadcast production techniques and related systems and equipment
- Audio and lighting system principles and operations
- Public access television broadcasting procedures, equipment, and FCC quality standards
- Applicable federal, state, and local laws, rules, ordinances, statutes, and regulations

Ability to:

- Produce, research and work in a small team to create broadcast productions
- Operate audio-visual equipment appropriate to assigned duties
- Communicate effectively on a technical and non-technical level to a diverse group with wide ranging knowledge of broadcast operations
- Maintain video and audio archives
- Develop the overall layout and production design for advertisements, brochures, magazines, and reports
- Develop, implement and update policies and procedures used to guide the overall governance of the City's web-based communications tools and services
- Establish and maintain effective working relationships with City staff and the general public
- Prepare accurate and grammatically correct written reports
- Train and instruct others in the operation and maintenance of video, audio, graphics, editing and lighting equipment
- Perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines
- Prepare clear and concise reports
- Demonstrate integrity, ingenuity and inventiveness in the performance of assigned tasks

Performance Aptitudes

Physical Ability: Tasks require the ability to exert light physical effort including, but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds and less). Tasks may involve extended periods of time in seated position and at a keyboard or workstation.

Project Management: Tasks require the ability to schedule, coordinate, and manage various projects of varying degrees of difficulty, size and complexity.

Equipment, Machinery, Tools, and Materials: Tasks require the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials, commensurate with duties of the position.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Reasoning: Position requires functional reasoning skills enabling the analysis of major problems that necessitate complex planning for interrelated activities that can span one or several work units. Position requires situational reasoning skills allowing for the ability to exercise judgment, decisiveness and innovation in situations involving broader aspects of the organization.

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