



**MEDIA & WEB CONTENT SPECIALIST
JOB DESCRIPTION**

JOB TITLE: Media & Web Content Specialist	CLASSIFICATION: Administrative Support	IMMEDIATE SUPERVISOR: Village Clerk
PAY GRADE: 120	DEPT: 1200 Administration	STATUS: <u>FT</u> <u>PT</u> EXEMPT <u>NON-EXEMPT</u> BARG UNIT <u>NON-BARG UNIT</u>

JOB SUMMARY: A predominately technical position responsible for keeping the community connected and informed by writing/drafting and coordinating newsletters, and announcements of projects, special events, activities, and other pertinent departmental updates which are disseminated via various media platforms. Maintenance and design of the Village website.

SUPERVISION EXERCISED: Coordinate with the Village’s Communication and Engagement Consultant, and other third party staff as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Compose, shoot, and edit photos and videos that highlight Village events, training, projects, accomplishments, general announcements, surveys or other information as needed for publishing on the Village’s social media accounts and website.
- Creates information flyers in paper and digital format to be released to the public for education, promotion, tourism and or solicitation of information/surveys.
- Collaborates directly with the Parks and Recreation Department to create a social media calendar of events complete with marketing materials.
- Must be able to attend Village special events. Must be flexible with work hours and may be required to work weekends, holiday, and evening hours. Must have reliable transportation to attend events and special functions.
- Monitors and actively curates engaging content for the Village’s social media accounts. Posts to all media platforms should be weekly if not daily with important announcements, updates, and reminders of events such as canal updates, garage sales, bid information and other related topics.
- Must be able to execute a rapid turnaround time particularly with video and photos that showcase Village events. Posting of information should be repeated as necessary while old subject matter is removed off the Village Website when no longer relevant.
- Information on the website and on social media platforms should be consistently monitored for broken links, outdated and missing information, etc.
- All content on the Village website should be ADA compliant and remain current with changing laws regarding web ADA accessibility requirements.
- Assists in composing speeches, public statements, and correspondence as assigned.
- Will be required to be on site and on the assigned “A” team during declared emergency events. Responsible for answering and coverage of phones during and after events.

- Conducts research and stays up to date on technical changes to social media platforms.
- Monitors third party websites such as Neighborhood Facebook Groups or other sites posting threads relating to Royal Palm Beach, our employees, events, safety concerns, etc. Informs upper management as needed on any posts requiring attention.
- Coordinates with Clerks office the messages and announcements for the digital sign boards throughout the Village as well as cable channel 18. Coordinates as the media liaison representative of the Village with other media outlets such as news, cable, and radio.
- Assist Clerk's office with the monthly events calendar by providing photos and event updates.
- Provides coverage to the Clerk's office when needed to assist in answering phones or man the front desk.
- Assists and coordinates with a consultant, if any, to publish the electronic Village Voice, and the Community Connection magazine, or any other electronic publication for the Village.
- Demonstrate an understanding, consideration, and respect of cultural, religious, and gender differences when interacting with the public.

OTHER DUTIES:

- Performs other related duties as required.

DESIRED MINIMUM QUALIFICATIONS:

Education and Experience:

- High School Diploma or equivalent
- Secondary training in media, graphic art design, or related field
- Preferred Bachelor's Degree in Communications, Marketing, Public Relations, Graphic Art, Journalism or closely related field
- At least two (2) years experience in web design/social media management, graphic/digital design work, or closely related field
- Any related combination of training and experience.
- Experience working within municipal government.

Knowledge, Skills and Abilities:

- Thorough knowledge of the social media platforms with the ability to utilize these platforms to engage, inform, and communicate with users.
- Proficient in desktop publishing applications such as Adobe Creative Suite, Canva, or other image and digital art software to upload and compress digital media for publishing. Able to convert PDF into ADA compliant documents.
- Familiar with design and editing of website software platforms
- Proficient in use of digital photography equipment
- Ability to exercise sound judgment and independent decision making for publishing information to social media accounts.
- Skills in understanding and communicating to the general public.

- Ability of effectively communicate orally and in writing to a variety of individuals and groups.
- Ability to prepare clear, accurate and well organized written and or graphic material to make presentations and media postings.
- Ability to establish and maintain effective working relationships with other employees, and the general public.
- Ability to respond to common inquiries and complaints from citizens, businesses, and civic groups.

SPECIAL REQUIREMENTS:

- Valid Florida State driver's license, or ability to obtain one; No more than two moving violations within the last 12 month period; No more than six violation points within the last 24 month period.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand, walk, kneel, sit, talk, hear, smell, use hands to handle, feel or operate objects or tools, and reach with hands and arms. The employee is occasionally required to climb, balance, stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 15 pounds, and occasionally move or lift up to 35 pounds. Specific vision abilities required by this job include close vision, distant vision, color vision, peripheral vision, depth perception, and ability to adjust focus. In addition, the employee must be able to rotate neck frequently, extend arms overhead frequently, and turn completely around from fixed stance.

TOOLS & EQUIPMENT USED:

Computer, phone, camera, laptop, Ipad, smart phone, GoPro, Matterport Tripod, editing software, copier, and other commonly used office and digital equipment.

ENVIRONMENTAL CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions, walking on uneven surfaces, grass, unpaved areas, wet or slick surface, muddy areas, and may be exposed to wet and/or humid conditions, toxic or

caustic chemicals, odors or fumes, dust, pollen, rain, traffic hazards, bright/dim light and temperature extremes. The noise level in the work environment is generally quite while in the office, and moderately noisy to loud when in the field.

SELECTION GUIDELINES:

Formal application, evaluation of education, training and experience; oral interview, criminal, DMV, background, credit and reference check; job related tests may be required. The Village is a Drug Free Workplace and an Equal Opportunity Employer.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer as the needs of the employer and requirements of the job change.

HISTORY:

Created: 9-16-21

Updated: 10-1-22

Updated: 3-07-23

Updated: 01-03-24