

City of Dunedin, Florida
Class Description

JOB TITLE: Multimedia Specialist
Communications Department

GENERAL STATEMENT OF JOB

Under general supervision, creates and maintains all modules, images, functionality and connectivity of the City of Dunedin website; troubleshoots issues and enhances user experience. Reports to the Communications Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.

Oversee all functions and processes of the City website and Content Management System (CMS)

Lead, train and proactively communicate with interdepartmental web content team

Develop, maintain and design web pages according to City standards utilizing the CMS

Assist departments in developing online messaging strategies

Troubleshoot and perform quality performance checks on all online communication tools

Work with website CMS vendor to resolve technical or other website issues

Work with departmental staff and other stakeholders to gather and publish relevant information

Use site metrics/tools to track traffic, monitor performance and generate effective reporting mechanisms to disseminate this information

Multimedia Specialist, Communications Department

Work with 3rd Party website service providers to seamlessly integrate additional website services

Build effective Search Engine Optimization (SEO) strategies to enhance the prominence and exposure of the city's website

Maintain awareness of the latest developments in online technology and integrate to improve overall web position

Assist with social media, email newsletters and management of other online eMarketing

Perform other duties as assigned

ADDITIONAL JOB FUNCTIONS

Performs routine clerical duties and performs related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Associates degree in Marketing, Mass Communications, Information Technology, Graphic Design, or a directly related field required. Bachelors degree is preferred.

Minimum of two years of experience in website management, marketing, digital multimedia, advertising, public relations.

SPECIAL REQUIREMENTS

Requires a valid Florida driver's license.

PERFORMANCE INDICATORS

Knowledge of Job: Team leadership and organizational skills; ability to communicate clearly and concisely; demonstrated proficiency with Adobe Creative Suite software including Photoshop; considerable experience with graphic design and web page layout & best practices; considerable knowledge of website analytic tools; basic knowledge of CSS/HTML; ability to follow written

Multimedia Specialist, Communications Department

and verbal direction; ability to maintain effective working relationships with staff including department directors as well as excellent customer service skills.

Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work. Has the ability to speak & read English.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to compile, assemble, copy, record and/or transcribe data and/or information according to a prescribed schema or plan. Includes judging whether readily observable functional, structural or compositional characteristics are similar to or divergent from prescribed standards, procedures or routines.

Human Interaction: Requires the ability to exchange information for the purpose of obtaining information or clarifying details. Performs such within well-established policies, procedures and standards. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the public. Is able to offer assistance to fellow employees as necessary.

Equipment, Machinery, Tools and Materials Utilization: Requires the ability to use, operate and/or handle equipment such as a computer, copier, fax machine, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned duties.

Mathematical Aptitude: Has knowledge of basic mathematics.

Verbal Aptitude: Requires the ability to use a variety of reference and descriptive data and information. **Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs. Has knowledge of proper English usage, vocabulary, punctuation and spelling.

Functional Reasoning: Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to read and interpret various materials pertaining to the

Multimedia Specialist, Communications Department

responsibilities of the job.

Situational Reasoning: Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

Sensory Requirements: Tasks require visual and auditory perception and discrimination as well as oral communications ability.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive VDT exposure.

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



Communications Director

4-11-16

Date