



Title: Digital Media Manager

FLSA STATUS: Exempt from overtime under FLSA

SUPERVISION RECEIVED AND EXERCISED:

- Receives direction from the Public Information Director.
- Exercises direct supervision over the Graphic Designer and Digital Media Specialists.

MINIMUM QUALIFICATIONS”

- **Education:** Bachelor’s degree in or related field or equivalent.
- **Experience:** Seven or more years related experience required. Requires a working knowledge of specialized practices, equipment and procedures.
- **Licenses/Certifications/Special Requirements:** Valid driver’s license

PREFERRED/DESIRABLE QUALIFICATION(s):

- Bachelor’s degree in Marketing, Journalism or Mass Communications.
- Experience in a municipal or government setting.
- Previous supervisory experience is preferred.
- Considerable experience in all aspects of digital media, including content development, social media, videography, photography, mobile and web techniques and platforms.

JOB SUMMARY:

The purpose of this position is to manage the digital media, online presence and web content for the City of Peoria. This position is responsible for managing and directing the overall planning, development, implementation, and tracking of the day-to-day operations of the digital media team, including online reputation management, branding, content development, digital media and broadcast services and contracts, Peoria Channel 11 programming and budget, and digital media staff. The purpose of this digital media team is to provide a multimedia approach to producing content for a variety of platforms, including TV, web, and social media. This position also includes representing the city at community events, and gathering and channeling information for distribution internally and externally through various publications, media outlets, social media platforms, and websites. In the director’s absence, the manager will also provide staff guidance and be a resource for the senior city leaders and elected officials.



City of Peoria

HUMAN RESOURCES

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Manages staff by planning and prioritizing tasks, evaluating assigned activities, ensuring policy and procedure compliance, recommending changes, personal changes and adjustments, and monitoring and coaching staff performance and development. May represent the director in his/her absence.
3	Serves as the city's primary digital media spokesperson. Explores ways to improve communications within the organization and to all Peoria citizens. Collaborates and assists with designing and implementing digital media strategies and communication plans. Acts as facilitator and coordinator of project teams or taskforces.
4	Works with city departments and Mayor/Council to assist in meeting their digital media needs and recommends actions, services and procedures. Coordinates the development of public service announcements and messages. Manages the technical assistance and support for the department's networks, databases, applications and systems. Leads updates and integration of new initiatives related to applications, web and media services.
5	Assists in writing speeches, correspondence, editorials, and other communication as directed. Serves as editor of department publications and marketing materials and ensures accuracy of all information about the city. Makes sure all information is presented in a readable, professional and timely manner. Must be knowledgeable of city projects, priorities and issues and be able to develop and implement effective public information, promotional and campaigns to address these priorities.
6	Advises other departments on all digital media, web, and social media content, including branding, graphic design, copywriting, photography and videography. Oversees internal and external digital media, publications, reports, citizen newsletters, brochures, and other related materials and publications.
7	Oversees Peoria Channel 11 programming schedules and Peoria's YouTube Channel and bulletin board system. Oversees the productions of city council meetings, study sessions, planning and zoning, public safety announcements, and other live broadcasts. Provides direction on studio, live and field content and programming.
8	Manages inventory of equipment and files for digital media team.
9	Supports webmaster in the city's internal and external websites and has a working knowledge of HTML 5, XML, CSS, and Java Script and SQL databases.



City of Peoria

HUMAN RESOURCES

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with "X"				
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.				
Sedentary	Light	Medium	X	Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.		Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.

Work Environment for this position is indicated below with "X"			
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.			
Office	X	Outdoors	X
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.		Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	
		Vehicle	Office and Field/ Plant/ Warehouse
		Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers and related software, printer, scanner, copy/fax machine, audio visual equipment and supplies, telephone.

PROTECTIVE EQUIPMENT REQUIRED: None required.