

CITY OF BRISBANE
COMMUNICATIONS & DIGITAL MEDIA COORDINATOR

Definition

Organizes and implements communication actions, activities, and messaging in order to grow City-owned pages and leverage the power of social media; produces videos and readies them for sharing across all owned platforms, including the City's website; maintains a content calendar to support strategic communications activities; and helps cultivate the City's relationships with the residents of Brisbane.

Class Characteristics

This classification is distinguished from all other classes by its responsibility for the day-to-day operation of communications programs, and by its coordinating, supervisory, and administrative duties for the assigned program.

Supervision Received and Exercised

Works directly with Communications Manager to assist in the planning, development, implementation, and administration of the City's communication plan and communication strategies.

Examples of Important and Essential Duties - *the duties described below are provided as examples and are not to be considered as exclusive or all inclusive:*

- Creates, reviews, edits, and/or distributes innovative and diverse communications tools in print or digital form, which may include flyers, brochures, ads, newsletters, graphics, and videos to expand visibility and awareness of emerging issues, programs, priorities, and progress on community, City Council and organizational goals, initiatives, and accomplishments.
- Develops compelling stories, messages, and visuals through a variety of mediums including video that attract and engage a digital audience while following the City's brand standards and communication style guidelines.
- Develops and executes editorial calendar for City-administered pages and website.
- Customizes outreach content and medium to each population/initiative as appropriate to enhance civic engagement.
- Optimizes City-administered pages within each platform to increase the visibility of the City's information and content.
- Records and broadcasts two meetings per month by operating the new HD cameras/hybrid meeting equipment in the Community Meeting Room's A/V booth.
- Provides visual enhancements of information and multimedia on the City's website.
- Provides timely responses to residents' and followers' queries and comments.
- Monitors the City's social media performance; uses data to develop and optimize marketing communications strategies.
- Takes photos and videos for City-administered sites and publications; maintains archives.
- Assists with production of monthly newsletter.
- Livestreams shorter city events.

Qualifications

Knowledge of:

- Techniques of effective, transparent, and timely communication and outreach.

- Structure and content of the English language, including spelling, punctuation, grammar, and rules of composition.
- Writing for digital platforms including web and social media.
- Photography and video techniques.
- Social media platforms and their respective participants (Facebook, Instagram, LinkedIn, Pinterest, YouTube, Twitter, etc.) and how they can be deployed in different scenarios.
- Social media best practices, content creation, online community engagement, and content management.
- Modern office procedures, methods, and computer equipment and software.
- Principles of outreach strategies and technologies, including social media and other web-based communication tools and technologies.
- Techniques for dealing effectively with the public and City staff, in person and over the telephone.

Skill to:

- Operate a variety of office equipment including computers and mobile equipment.
- Perform Word processing and database management with speed and accuracy.
- Work effectively and efficiently in a fast-paced environment, with time-sensitive situations and meet deadlines.

Ability to:

- Have a high attention to detail and coordinate multiple projects simultaneously while meeting project timelines.
- Respond to residents and address complaints/problems in a timely, accurate, courteous, respectful and friendly manner; understand the resident's needs and provide information by focusing on the customer.
- Communicate effectively, orally and in writing.
- Draft concise copy that conveys intended voice and tone.
- Foster an environment that embraces diversity, integrity, trust, and respect.
- Analyze situations quickly and objectively and determine proper course of action.
- Keep supervisor informed of all major issues and to recommend changes as appropriate.
- Work autonomously in developing and implementing communications plans and strategies.
- Attend evening meetings and/or work various shifts, including nights, weekends, and holidays.

Education and Experience: *Any combination of experience and education that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

Education: Bachelor's degree from an accredited college or university with major coursework in communications, marketing, journalism, web design, or a closely related field.

Experience: Minimum of three (3) years of increasingly responsible experience in multi-media/marketing communications or a related field; or equivalent technical training, education, and/or experience. Required experience to include content creation such as blogging, writing, and/or video, and photography. Practical experience in social media marketing or search engine optimization is desired. Additional experience in a professional or support capacity in a government department may be substituted for the required education on a year-for-year basis.

Special Requirements: In addition to the regular work schedule, this position may be required to work evenings and weekends for meetings or in situations of emergency for communications response and media monitoring.

Spanish and/or Chinese bilingual skills (speaking and writing) are highly desirable.

Physical Demands: Must possess the mobility to work in a standard office setting and use standard office equipment, including a computer, and to travel to different sites or locations and move up to 20 pounds; vision to read printed materials and computer screen; and hearing and speech to communicate in person and over the telephone.

Approved Date: July 15, 2021

Resolution: 2021-58

Revised Date:

Resolution:

Bargaining Unit: General Employees Association

Resolution: 2021-58

Former Titles:

Abolished: