



HUMAN RESOURCES DEPARTMENT

POSITION DESCRIPTION

TITLE:	Interactive Media Administrator	LAST UPDATED:	01/15/2013
DEPARTMENT:	Communications & Media Relations	JOB CLASS:	43
REPORTS TO:	Director of Communications and Media Relations	FLSA DESIGNATION:	Exempt

Summary: Under the direction of the Communication and Media Relations Director, the Interactive Media Administrator is primarily responsible for overseeing the design and publication process of the citywide newsletter, content management of city website, and content management of social media platforms. Also assists Director with media relations, as required.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.

Essential Job Functions:

- Oversees the publication production of the citywide newsletter, *Focal Point*, including artwork, layout, printing and distribution, to ensure adherence to deadlines and budget requirements.
- Serve as a contributing writer, photographer and layout artist for city newsletter.
- Manages and edit content from contributing writers for citywide newsletter.
- Designs and facilitates layout for electronic versions of citywide newsletter.
- Prepares, rewrites and edits copy to improve readability, and serves as editor who contribute articles for publication.
- Manages the content management of the City internet site. This includes serving as a liaison between the Communications Department, internal CMS users and the Web Developer.
- Trains and reviews requests, and inquiries submitted by CMS users.
- Participates as contributing writer and photographer for citywide newsletter, website and other city related social media platforms.
- Analyzes statistical data related to citywide newsletter and city website.
- Writes, edits content for city's social media platforms, i.e. Facebook, Twitter, E-News,
- Assists with script writing for city government access channel, as requested.
- Assists with the development of communication themes and programs by attending and contributing to various meetings.
- Serves as primary public information contact for media inquiries in Director's absence
- Participates in developing and maintaining media relations.
- Writes press releases and assists with media briefings and/or press conferences.
- Decides further action for complaints/inquires received.
- Assists in crisis management, including communication to media, public during emergencies.
- Participates on the Mayor's Youth Council as the Communications Department liaison.
- Establishes good rapport with external community agencies.
- Performs general office administrative tasks to include filing, sorting, word processing and data entry.

Other Important Duties:

- Travels to attend meetings, conferences and training.
- May be required to work evenings, weekends and the Fourth of July holiday.
- May be required to attend special events and meetings during evenings and weekends, as needed.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

Required Knowledge and Skills:

- Skill in public relations and communicating with a wide variety of people.
- Skill in establishing and maintaining effective working relationships with employees, management, outside agencies and the media..
- Skill in organizing work flow and managing multiple projects.
- Knowledge of City policies and procedures.
- Proficient in verbal and writing skills, including a command of grammar, usage and vocabulary.
- Proficient in SharePoint or other Content Management System (CMS) Command of social media platforms, i.e. Twitter, Facebook
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Microsoft Word, Power Point, Front Page, Access and Excel.
- Ability to work under deadlines and stressful situations.
- Ability to define and resolve problems quickly and effectively.
- Must have Command of English language, written and verbal communication skills.
- Ability to analyze and interpret general business periodicals, professional journals.
- Ability to write clear, concise reports and business correspondence.

Preferred Education, Experience, and Certifications:

- Bachelors Degree in Communications, Public Relations, Journalism, Marketing or related field from accredited four-year college or university plus Two (2) years experience in Media, Public Relations or Journalism with emphasis on the copy writing, design, layout, editing of newsletters and other publications OR equivalent combination of education and experience.
- Must pass pre-employment drug screen, criminal background check and MVR check.
- Must possess valid State of Texas Drivers License.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office setting, off site and at special events.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to extended periods of standing, bending, reaching, kneeling and lifting such as setting up for meetings and events, transporting audiovisual equipment, or materials and supplies.
- May be exposed to extreme weather conditions during special events, media briefings or public emergencies.

Equipment and Tools Utilized:

- Equipment utilized includes personal computer, copier, calculator, fax machine, camera and video equipment, and department vehicles.

Approved By:

Signed by Dana Baird, Dir of Communications & MR
Dana Baird, Director of Communications & Media Relations

02/18/2015
Date


Shannon Allyn, HR Generalist

02/18/2015
Date