

# Media Manager



## General Summary of Classification:

This is a civilian classification assigned to a large department with extensive multimedia presence; this position is responsible for the development and management of the department's multimedia communications, including content development, branding and marketing, graphic design, print publications and video productions, and social media under the policy direction, guidance and general supervision from the department head or an assistant department head; and performs other duties as assigned.

## Examples of Primary Tasks, Duties and Responsibilities (TDR):

*NOTE: This is not a job description. The following examples are intended to be illustrative of the nature and scope of TDR that are typically assigned to positions in this job classification. Examples below are not all comprehensive. Actual assigned TDR may vary based on operational needs.*

- Manages the Department's website by updating existing and developing new content, including the development and management of public data to increase Department transparency to the community and streamline services;
- Designs graphics and media layouts for print and multimedia publication, writes and edits scripts for video production, and edits video productions using graphic design, video editing and publishing software for internal and external communications to promote the Department's brand and support the Department's marketing strategies;
- Develops and implements communications strategies to ensure effective internal and external communications that support the Department's short-term and long-term goals, as well as related goals of the County and Board of Supervisors;
- Drafts, or assists with, written press releases and prepares statements for department staff to deliver at community events;
- Collects and assists in analyzing quantitative and qualitative data related to the Department's social media accounts, and prepares comprehensive mandated and special reports for the Department's management team as assigned;
- Serves on and leads committees related to Department communications, brand management and marketing;
- Performs other duties as assigned.

## Knowledge, Skills and Abilities (KSA) Typically Required:

- **Occupation-specific:** Extensive working knowledge of the proper methods and techniques of researching, preparing and disseminating public information; extensive working knowledge of the Department's policies and procedures, organization and functions of the County of Henrico and assigned department; excellent communication skills, including utilization of current social media, marketing and mobile venues, with the ability to promote the Department effectively and present ideas and recommendations clearly and concisely both orally and in writing to diverse audiences; ability to develop and implement branding and marketing strategies; ability to develop and maintain detailed accurate records and to make regular and special reports.
- **Technical:** Advanced computer skills with the ability to design and maintain the Department's website, social media presence, and utilize graphic design and video editing software applications to edit videos and develop graphic designs and media layouts for multimedia publications and social media platforms; ability to use computer and other typical business software, proprietary software and applications to complete assigned tasks; sound project management skills to manage assigned projects from concept to completion within assigned deadlines and approved budgets..
- **Communication, Customer Service and Interpersonal:** Excellent written and oral skills with the ability to communicate clearly, accurately, and concisely both verbally and in writing, with the County's diverse citizen populations using non-technical language to provide excellent customer service, ensure transparency and promote the Department's brand.
- **Decision-making and Authority:** Ability to understand and follow complex instructions, policies and data; makes sound decisions independently, appropriately involving supervisor as needed; excellent organization skills with the demonstrated ability to plan and execute assigned work effectively to successfully complete assigned tasks accurately and in a timely manner within established deadlines and budgets; ability to plan, organize, and conduct meetings.
- **Leadership:** May supervise an assigned staff. Requires sound political astuteness, discretion and tact.
- **Environment:** Typically works in an office setting; may work in various locations based on assigned duties.
- **Physical:** Visual and hearing acuity sufficient to interact accurately with a diverse audience of citizens. Physical ability sufficient to perform assigned duties in an office environment and at various other duty-related locations as needed.

## Minimum Education and Experience:

**Education:** Four (4) year degree in communications or other relevant field;

**Experience:** Four (4) years experience in multimedia productions, branding and marketing or other relevant experience;

**OR:** Any equivalent combination of education and experience which provides the necessary knowledge, skills and abilities.

## Other Requirements (License, Certifications, Training, etc.):

- Valid driver's license to perform assigned duties at various locations Countywide

## Required of All:

- Criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.
- Successful completion of NIMS ICS 700. Additional NIMS ICS training courses may be required.

NOTE: This is a class specification and not an individualized position description. A class specification defines the general nature and scope of duties and responsibilities of positions in a job classification Class specs are not intended to describe and does not list all of the job duties and responsibilities that may be assigned to a specific position in a job classification.