



Class Title: Web Content/Media Specialist
Department: Public Information
Reports to: Media Director
Classification: 13
Salary Range: \$41,142 to \$61,715

Job Summary

Website maintenance, social media pages, video editing, video recording, upkeep of television station, and other media function. Under the direction (edit) of the Media Director.

Essential Functions

- Complies with the city's social media policy.
- Working with the community to develop new and innovative programming.
- Develops social media promotions to help market the city
- Contacting community groups, vendors, and sponsors.
- Serves as secondary person for writing media notification and/or releases
- Records meetings for Ridgeland Town Council
- Does most of the still photography for the city
- Updating the City of Hardeeville website, social media, taping council meetings as well as planning meetings, and updating HTVN's scheduled programs.
- Performs other duties as requested and deemed necessary by the Media Director.

Materials and Equipment Used

General Office Equipment Personal Computer Fax Machine Video Recording Equipment
Still Camera Vehicle

Minimum Qualifications Required

Education and Experience: Bachelor's degree from a four-year college or university in Communications, or a related field; any combination of education, training, and experience which provides the required knowledge, skill, and abilities to perform the essential functions of the job.

Licenses and Certification:

Valid South Carolina Driver's License

Knowledge, Skills, and Abilities

Knowledge of: Principles, practices, and theories of operational and administrative management; administrative principles and practices, including goal setting and program development and implementation; direct administration activities; computer applications related to the work including, editing software and website management.

Skills in: Applying logical thinking to solve problems or accomplish tasks; a very high level of analytical skills necessary in order to develop and implement and supervise special events.

An advanced level of interpersonal skill necessary in order to develop cooperative working relationships with senior management, elected officials, and vendors supplying goods or services to the jurisdiction; Analyzing and resolving office administrative situations and problems; researching, compiling, and summarizing a variety of informational and statistical data and materials.

Organizing work, setting priorities, meetings critical deadlines, and following up assignments with a minimum of direction; communicating clearly and effectively, orally and in writing; selective and motivating volunteers, and providing for their training; Effective public speaking, public relations, and negotiation techniques.

Mental and Physical Abilities to: Concentrate and pay close attention to details; define problems, collect data, establish facts and draw valid conclusions; interpret a variety of technical instructions with abstract and/or concrete variables; while performing the essential functions of this job the employee is frequently required to walk, stand, sit, use hands to fingers, handle, feel, see objects at close range, talk or hear, and occasionally lift and/or move objects up to 10 pounds.

Working Conditions: Works is performed in a normal office environment and in the field with exposure to outdoor temperatures, or dirt and dust; the incumbent's working conditions are typically quiet with moderate impact.