

**SUPPLEMENTAL REQUESTS**  
**(personnel, services and supplies only)**

**FY 2018-19**

**LATE MATERIAL**

Meeting Date: 04-19-18

Item#: 27a referring to page 28

**DEPARTMENT :** Information Technology

**DEPARTMENT # :** 0710

**DESCRIPTION OF REQUESTED ITEM:** Change the job title & grade of the Information Management Officer (T1) to Digital Media Coordinator (P1) position which more accurately describes the position and compensation that reflects similar positions in the local area. With this change we would like to include a 5% equity adjustment for a total of \$3345.79.

**JUSTIFICATION OF REQUEST:** The new job title of Digital Media Coordinator in a Grade P1 is more accurate for this position and job duties.

<b>(1)PERSONNEL SERVICES:</b>		<b>(2)SERVICES AND SUPPLIES:</b>	
	<b>Increase Amount</b>	<b>Acct# / Description</b>	<b>Increase Amount</b>
Salary	2584.62		
Other Pay	.00		
Worker's Compensation	.00		
Group Insurance	.00		
Medicare	37.48		
Pers	723.69		
<b>Total Personnel Costs (1)</b>	<b>.00</b>	<b>Total Services and Supplies (2)</b>	
			<b>GRAND TOTAL:</b>
			\$3345.79



## JOB DESCRIPTION

<b>JOB TITLE:</b>	<u>Information Management Officer</u> <u>Digital Media Coordinator</u>		
<b>FLSA:</b>	<u>Non-Exempt</u>		
<b>DEPARTMENT:</b>	Information Technology	<b>GRADE:</b>	<u>T1P1</u>
<b>REPORTS TO:</b>	Chief Information Officer	<b>DATE:</b>	<u>1-28-</u>
<u>164/19/2018</u>			

### SUMMARY OF JOB PURPOSE:

Under general supervision, coordinates and assists with website design, social media and multi-media activities designed to ensure open avenues of communication and promote public understanding of City activities and objectives; assists in creating website content; organizes and coordinates web development efforts to represent the City's issues to the public; works with Departments/Elected Offices and community organizations on social media content; assists with multi-media production of Boards, Committees and Commissions meetings; implements program goals and objectives; and performs a variety of administrative tasks in support of the City websites, social media and multi-media.

### ESSENTIAL FUNCTIONS:

*This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.*

- Assists in updatingUpdates the City's social media content and conducts research for social media content.
- Prepares clear and concise content for distribution on the City's social media platforms and City websites.
- Develops and produces public outreach videos
- Collaborates with City staff to establish policies, procedures and personnel competencies as they relate to social media.
- Recommends and establishes the implementation of goals and objectives; establishes schedules and methods for providing public information services; implements policies and procedures associated with the City's websites and social media accounts.
- Assists with ensuringEnsures consistency among City Departments/Offices on the websites and social media accounts.
- Maintain and update Carson Proud social media campaign
- Monitors program performance; recommends and implements modifications to social media accounts, websites and procedures.
- Assists City Department/Office staff to prepare and distribute fact sheets, news releases, photographs, flyers, brochures, and video content to media representatives to keep the public informed of City programs, accomplishments and points of view.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.

- Stays abreast of new trends and innovations in the areas of communications, social media and marketing and makes recommendations and implements new social media platforms.
- ~~Maintain website documents, templates, and graphics, as requested; produce and post web pages; participate in website content and website editing.~~

## **JOB DESCRIPTION**

## **Information Management**

### **OfficerDigital Media Coordinator**

- Maintain website documents, templates, and graphics, as requested; produce and post web pages; participate in website content and website editing.
- Perform updates of the sites including graphic enhancement, content, photographs and other graphic documents; maintain and incorporate new technology; features and functions in the sites.
- Oversees and coordinates public information activities designed to ensure open avenues of communication and promote public understanding and support for City activities and objectives via the City's websites, Intranet, and social media accounts.
- Assists with training of end users on Content Management System for City's website development.
- Assists with training end users on proper procedures and etiquette for social media and website development and content.
- Assists with video production for all City Boards, Committees and Commission meetings.
- Provides consultation and technical support to Departments/Offices; provides critical information to external customers.
- Increases the number of social media likes, followers and content reach.
- Coordinates and maintains a calendar of all special events in the City.
- Works in conjunction with Emergency Management to coordinate the dissemination of emergency information and notifications.

## **QUALIFICATIONS:**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.*

### **Education and Experience:**

A bachelor's degree from an accredited college or university with major course work in communications, public administration, marketing, journalism, AND two (2) years of professional public information experience; OR an equivalent combination of education, training and experience as determined by Human Resources.

### **REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:**

- Possession of an appropriate, valid driver's license.

### **Required Knowledge and Skills**

#### **Knowledge of:**

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.

- Analyzing programs, policies and operational needs.
- Principles and practices of all social media platforms
- Principles and practices of website development
- Principles and practices of program development.
- Principles and practices of copy writing, editing, video production, news gathering and journalism.

- ~~Recent developments, current literature and sources of information related to marketing, communication and social media.~~
- ~~Public relations principles and techniques.~~
- ~~Local government operations.~~

#### **JOB DESCRIPTION**

#### **Digital Media**

#### **Coordinator Information Management Officer**

- Recent developments, current literature and sources of information related to marketing, communication and social media.
- Public relations principles and techniques.
- Local government operations.
- Office procedures, methods and computer equipment, including common office software such as word processing, spreadsheet and email.  
Techniques for understanding and effectively communicating with individuals of various cultures.
- Pertinent Federal, state and local laws.

#### **Skill in:**

- Working collaboratively and working independently with good organizational skills and ability to communicate effectively.
- Recommending and implementing goals and objectives for providing public information services.
- Editing and organizing information into an appropriate format for presentation.
- Write, edit and format articles, video pieces and other informational pieces used on the City's websites and social media platforms.
- Implementing standards and guidelines for websites and social media.
- Ability to teach others new technologies as they become available. Responding to requests from the public.
- Working independently within established guidelines.
- Coordinating functions and activities between user departments and offices.
- Preparing complex reports and documentation of general or technical nature.
- Planning and preparing technical reports, memoranda and instructional manuals as documentation of program development.
- Writing and implementing policies and procedures.
- Coordinating multiple projects and complex tasks simultaneously.
- Communicating clearly and concisely, both orally and in writing, and the use of appropriate grammar and spelling.

- Planning and evaluating program goals and objectives and service delivery effectiveness.
- Identifying programmatic and operational problems, investigating and evaluating alternatives and implementing effective solutions.
- Using initiative and independent judgment within general policy guidelines.
- Contributing effectively to the accomplishment of team or work unit goals, objectives and activities.
- Dealing successfully with a variety of individuals from various socioeconomic, ethnic and cultural backgrounds.
- Making public presentations to large and small groups.
- Demonstrating courteous and cooperative behavior when interacting with staff and the public; acts in a manner that promotes a harmonious and effective workplace environment.

#### **JOB DESCRIPTION**

#### **Digital Media**

#### **Coordinator|Information Management Officer**

#### **SUPERVISION RECEIVED AND EXERCISED:**

***Under General Supervision*** - Incumbents at this level are given assignments and objectives that are governed by specifically outlined work methods and a sequence of steps, which are explained in general terms. The responsibility for achieving the work objectives, however, rests with a superior. Immediate supervision is not consistent, but checks are integrated into work processes and/or reviews are frequent enough to ensure compliance with instructions.

#### **PHYSICAL DEMANDS & WORKING ENVIRONMENT:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; work is subject to exposure to weather conditions, fumes, dust and hazardous chemicals.

**JOB DESCRIPTION****Digital Media****Coordinator Information Management Officer****CONDITIONS OF EMPLOYMENT:**

1. This classification is considered Unclassified. Unclassified employees are "At Will" and as such, may be terminated at any time for any reason, or no reason.
2. Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.
3. Any City employee may be required to stay at or return to work during emergencies to perform duties specific to this classification or to perform other duties as requested in an assigned response position. This may require working a non-traditional work schedule or working outside normal assigned duties during the incident and/or emergency.
4. Employees may be required to complete Incident Command System training as a condition of continuing employment.
5. New employees are required to submit to a fingerprint based background investigation which cost the new employee \$52.25 and a drug/alcohol screen which costs \$20.00. Employment is contingent upon passing the background and the drug/alcohol screen.
6. Carson City participates in E-Verify and will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each applicant's Form I-9 to confirm work authorization. All candidates who are

---

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.

Offered a employment with Carson City must complete Section 1 of the Form I-9 along with the required proof of their right to work in the United States and proof of their identity prior to starting employment. Please be prepared to provide required documentation as soon as possible after the job offer is made. For additional information regarding acceptable documents for this purpose, please contact Human Resources at 775.887.2103 or go to the U.S. Citizenship and Immigration Services web page at [www.uscis.gov](http://www.uscis.gov).

**I have read and understand the contents of this Job Description, and I have received a copy of this Job Description for my records.**

**PRINT NAME:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**“Carson City is an Equal Opportunity Employer”**