

Marion County Board of County Commissioners

POSITION DESCRIPTION



To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

MULTIMEDIA MANAGER

Department: Administration
Pay Grade: 112
FLSA Status: Exempt
Job Class: 2288
Risk Code: 8810

JOB SUMMARY

Manages the graphic design, video production, and photography for the community education, communications, information, and relations programs for Marion County government. This position will be part of developing and implementing the Public Relations' Department initiatives, which are focused on community awareness, marketing, public relations, and special projects.

ESSENTIAL JOB FUNCTIONS

- Manages and creates professional audiovisual (video) and graphic design materials to support county public information, education, and relations campaigns and programs.
- Assists in planning, developing, and implementing effective public education and information programs.
- Manages internal and external social media accounts, live event coordination and production, and drone operations.
- Manages website content and design, including user experience and accessibility.
- Manages and develops graphic design projects, including preparing, writing, editing, proofing, photographing, directing, and producing publications, brochures, promotional material, media releases, fact sheets, information packets, and flyers/posters to publicize programs as assigned.
- Manages and develops all aspects of video production, including scripting, storyboarding, casting, filming, editing, and finalizing for distribution.
- Assists in developing, directing, and evaluating department community relations/ outreach efforts as assigned.
- Works with departments on special events, activities, and programs as assigned.
- Prepares graphics for legislative materials for a variety of local, regional, state, and federal initiatives, including an annual legislative priorities packet
- Manages, develops, and coordinates website content for as assigned.
- Prepares materials on behalf of the county for responding to highly sensitive matters, emergencies, disasters, or other critical incidents.

- Coordinates graphics and design content for community and professional presentations/programs as assigned.
- Assists in formulating guidelines for communications procedures and policies.
- Coordinates and prepares materials for special public education projects as needed and/or directed by mandates, the Board of County Commissioners or county administrator.
- Provides excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the department, employees of other departments in the county, citizens, and customers of the department. Service is provided in person or by phone contact.
- Implements the organization's guiding principles and core values.
- Performs other related job duties as assigned.

SUPERVISION

This position functions as a supervisor to a small group of people. May review the work product of others. Provides guidance, advice, and assistance to others on work assignments. Provides work direction.

QUALIFICATIONS

Education and Experience:

Bachelor's Degree in Communications, Public Relations, Graphic Design, or related field or equivalent; and three (3) years' responsible experience in public relations, communications, graphic design, or video production in a municipal organization; or an equivalent combination of education and experience.

Licenses or Certifications:

Possession of a valid, State of Florida driver's license to operate a motor vehicle. Requirement exists at the time of hire and as a condition of continued employment.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read, analyze, and interpret most complex documents.
- Ability to respond effectively to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

- Ability to deal with problems involving several concrete variables in standardized situations.
- Ability to explain records and procedures to others as a lead worker. Requires judgment regarding use of equipment, tools, and materials.
- Knowledge of the functions, operations, and structure of county government for all areas of public relations and communications.
- Knowledge of Adobe Creative Suite programs.
- Knowledge of sources of information related to issues addressed by local government.
- Knowledge of the principles, practices and techniques of public information and public relations work.
- Knowledge of personal computers and programs, including desktop publishing.
- Strong oral, written communication and presentation skills.
- Ability to simplify complex concepts and explain county services and initiatives through the creation of visual and graphic design.
- Ability to write and produce clear and concise reports, publications, memoranda, and letters.
- Ability to develop and maintain effective working relationships with media representatives and department personnel and ability to communicate clearly with the general public.
- Ability to establish and maintain effective relations with city, county, state and federal officials and the general public.
- Ability to utilize creative and artistic talent used to create and produce a variety of brochures and other graphic design formats.
- Ability to meet deadlines amid a dynamic work environment
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns.
- Ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

PHYSICAL DEMANDS

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. While performing the duties of this job, the employee will occasionally be required to stand, walk, stoop, kneel, crouch, or crawl; be regularly required to sit, use hand to finger, handle, or feel; reach with hands and arms; and will frequently be required to talk or hear.

WORK ENVIRONMENT

Work is performed primarily in an indoor environment with limited exposure to adverse environmental conditions. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions.

Marion County has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date

E.O.E. Marion County does not discriminate on the basis of race, color, national origin, sex, religion, age, disability or military service in employment or the provision of services.