

## City of Socorro Job Description

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|----------------------------------------------------|---------------------------------------|
| <b>Job Title:</b> Multimedia Specialist I, II, III | <b>Department:</b> Recreation Centers |
| <b>FLSA Status:</b> Full Time – Non Exempt         | <b>Salary:</b> \$15.00 -\$21.63       |
| <b>Approved:</b> 09/15/2022                        | <b>Last Revised:</b> 09/15/2022       |

### Position Summary

Under general supervision, Multimedia Specialist is to provide assistance to the Recreation Department. Assists on, develops, and produces a variety of visual materials for trainings, presentations, community outreach, and other external communications. Responsibilities include: developing, producing and editing media presentations and educational media programs including video, photography, print media, and e-learning modules, using specialized multi-media equipment; maintaining a video library; managing technologies used for training and informational presentations utilizing a full spectrum or pre and post production activities.

### Duties, Functions and Responsibilities:

- Support the administration and operations of recreation center facilities.
- Lead the production and development of training and educational videos, or other media, from original concept to completed project; conduct background research to evaluate the needs and advise on appropriate media, interview content experts; design and write content outline or script, rehearse actors; shoot and direct the work of talent; perform post-production editing, including incorporation of computer-generated graphics and effects; deliver finished product for the City of Socorro.
- Assist in the design and revision of e posters, brochures, handouts, displays, etc.
- Receive, evaluate, and prioritize requests for video productions and other audio-visual services; provide outline of project and estimated date of delivery; manage resources and provide services within budget.
- Posts daily content and related photographs and/or videos. Increases and engages followers utilizing innovative campaigns, contests, and incentives. Monitors and analyzes statistical data and provides detailed reports as requested.
- Ensures all messaging and designs are consistent with the City's branding
- Attends City, and area events. Photographs City events and programs to be used for social media, publications, website.
- Assists with the development of video and other content for the City's, website and social media.
- Creates camera-ready artwork using desktop publishing programs such as Adobe Photoshop, InDesign, Illustrator, etc.
- Works closely with City departments to support and increase the City's brand.
- Works in coordination and conjunction with designated public information officials of other City Departments as directed.
- Ability to effectively demonstrate excellent organizational, oral, and written communications skills, and the ability to work with individuals both internal and external to the city.
- Ability to plan, schedule, and coordinate projects and programs.
- Knowledge of journalism and communications and marketing principles and practices, and the techniques of researching, composing, and editing publicity material.
- Knowledge of current communications channels, including traditional and modern media, including social media, and a working knowledge of the technology supporting them.
- Knowledge of graphic design, website guidelines and standards, and communication industry best practices, as well as the ability to perform the basic functions of website content management systems.
- Knowledge and experience in photography and videography and related editing ability.
- Skilled in editing and writing with the ability to understand and write about complex information. Skilled in the professional use of social media platforms.
- Skilled in information design and information architecture, including layout and design for web pages and social media
- Skilled in graphic designing.

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- Ability to maintain awareness of current events that may impact implementation of City policies and public information programs
- Ability to work independently, plan, organize, and execute assignments with minimum supervision.
- Ability to organize, plan and implement multiple, time-sensitive assignments, including acting as a project team leader.
- Accountability: Accepts responsibility for actions and results.
- Interpersonal Skills: Shows understanding, courtesy, tact, empathy and concern to develop and maintain relationships.
- Technical: Is proficient in operating computing equipment in performing duties of the job.
- Ability to prepare clear, accurate, and consistent messages communicating the City's goals, objectives, policies, strategic plans, and information through various digital platforms to a diverse customer environment.
- Regular worksite attendance is an essential function.
- Responsible for any other duties and assignments issued by the City of Socorro.

### Multimedia Specialist I (Basic)

\$15.00 - \$17.11

#### Minimum Qualifications:

- A candidate must possess a high school diploma or GED. A bachelor's degree in Public Administration, Political Science, Business Management, Marketing, Graphic Design, or related field within 5 years of hire.
- Three (3) years' experience in video or multimedia development and production setting preferred.
- Knowledge of the working of the media and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media.
- Computer graphics design experience, and experience assisting and directing creative projects preferred.
- Broad range of writing ability required, from advertising copy to technical articles.
- Knowledge of electric communications, including web publishing, electronic newsletters, social media, and other online communications is must.
- Computer proficiency in the Microsoft Office Suite and Adobe Creative Suite are required, or similar software being preferred.
- Requires the possession of a valid Driver's License.

### Multimedia Specialist II (Intermediate)

\$17.21 - \$19.32

#### Minimum Qualifications:

- A candidate must possess an Associate's degree in Public Administration, Political Science, Business Management, Marketing, Graphic Design, or related field.
- Six (6) years' experience in video or multimedia development and production setting preferred.
- Knowledge of the working of the media and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media.
- Computer graphics design experience, and experience assisting and directing creative projects preferred.
- Broad range of writing ability required, from advertising copy to technical articles.
- Knowledge of electric communications, including web publishing, electronic newsletters, social media, and other online communications is must.
- Computer proficiency in the Microsoft Office Suite and Adobe Creative Suite are required, or similar software being preferred.
- Requires the possession of a valid Driver's License.

### Multimedia Specialist III (Advanced)

\$19.42 - \$21.63

#### Minimum Qualifications:

- A candidate must possess a bachelor's degree in Public Administration, Political Science, Business Management, Marketing, Graphic Design, or related field.
- Nine (9) years' experience in video or multimedia development and production setting preferred.

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- Advanced knowledge of the working of the media and must possess skill in dealing with the media and citizens on sensitive issues, including handling difficult questions from the media.
- Computer graphics design experience, and experience assisting and directing creative projects preferred.
- Broad range of writing ability required, from advertising copy to technical articles.
- Advanced knowledge of electric communications, including web publishing, electronic newsletters, social media, and other online communications is must.
- Computer proficiency in the Microsoft Office Suite and Adobe Creative Suite are required, or similar software being preferred.
- Requires the possession of a valid Driver's License.

**Note: Upon reaching maximum salary level in each category; only COLA increases will be given.**

### Equipment:

- Operates office equipment such as a typewriter, computers and software, calculator, copy machine, scanner, shredder, fax machine, and multi-line telephone.
- Operates City vehicles safely and cautiously.

### Physical Requirements:

- Must be able to lift a minimum of 30 pounds.
- Must be able to sit or stand for extensive periods of time.
- May be exposed to extreme weather conditions.
- Occasional driving in City traffic.

### Conditions of Employment:

- Pass Pre-Employment Drug Screening.
- Pass Background Check.
- Work flexible hours and overtime as required.
- Bilingual Skills: English & Spanish preferred.

  
\_\_\_\_\_  
Mayor

9-15-22  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
City Manager

9/15/20  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Human Resources Director

9/20/22  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date