Digital Media Manager	**Class Code: 1458**
	Work Days: 225

GENERAL PURPOSE

Manage, develop, and design content for OCDE website and various communication websites; provide graphic design services and consultation; support Communications initiatives, goals, and objectives; and provide assistance to higher level management staff.

SUPERVISION RECEIVED AND EXERCISED

1. Receives direction from higher level management staff.

2. May exercise direct supervision over professional, technical, and clerical staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Recommend and assist in the implementation of goals, objectives, and strategic plan; establish schedules and methods for providing specialized services; implement policies and procedures.

2. Create, develop, and manage content for OCDE website and companion blog; coordinate the design aspects of website development projects; and facilitate the nature of and scope of website needs.

3. Develop and implement organizational web presence policies and quality-control standards.

4. Provide coaching, guidance, and support to departments to ensure web pages and print material align with brand strategy platform and meet other Communications standards.

5. Provide in-house graphic design services and consultation for print and online publications.

6. Assist in the development and implementation of strategies for marketing and branding programs, services, and events.

7. Design community blog for news and information and a system for allowing customers to subscribe; maintain database for internal and external audiences including community subscribers.

8. Develop proposals and establish priorities, timelines, and processes for completion of web development and other projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES (cont.)

9. Assist with the development and oversight of social media.

10. Coordinate with Information Technology to ensure alignment of Communications goals and objectives.

11. Demonstrate attendance sufficient to complete the duties of the position as required.

12. Perform related duties similar to the above in scope and function as required.

QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)

Knowledge of:

1. Web system design and maintenance strategies, graphic design, and web user interface design.

2. Effective Internet development tools and practices.

3. HTML web languages.

4. Adobe Creative Cloud applications including Photoshop, Illustrator, Dreamweaver, WordPress, Premiere Pro, and Media Encoder.

5. American Disabilities Act (ADA) Section 508 compliance.

6. Procedures, methods, and techniques of project and workflow management and organization.

7. Marketing, branding, and Internet architecture.

8. Hardware and software applications and systems.

9. Pertinent federal, state, and local laws, regulations, and standards/principles.

Ability and Skill to:

1. Plan, direct, and coordinate various projects.

2. Illustrate and produce original digital graphics based on defined client criteria.

3. Understand internet terms and processes.

4. Design user-friendly front-ends for public facing websites.

5. Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

6. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.

7. Establish and maintain effective working relationships with various constituencies.

8. Understand, interpret, and explain laws, codes, contracts, policies, and procedures.

9. Develop and present training materials.

10. Prepare clear and concise correspondence, reports, and other written materials.

Ability and Skill to (cont.):

11. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

12. Communicate clearly and concisely, both orally and in writing, in English; present information effectively in front of both large and small groups.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is Bachelor's degree from an accredited college or university with major course work in Communications, Web Design, Marketing, Computer Science, or Management Systems, and four years of responsible experience in web and digital media.

PHYSICAL AND MENTAL DEMANDS

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

Physical Demands

While performing the duties of this job, employees are regularly required to bend, stoop, push, pull, grasp, squat, twist, kneel, walk, sit, and reach to access materials or equipment and complete other tasks as assigned; lift and carry up to 25 pounds; and lift from ground, waist, chest, shoulder, and above shoulder level. The position may include occasional need to traverse uneven surfaces.

Employees in this classification are to be able to travel countywide to a variety of sites within a reasonable time frame; read written and electronic materials; communicate clearly in person, on the phone, and via email; and operate all required equipment.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee typically works in an office environment that is moderately paced with moderate to high pressure.

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