Job Description

Job Title:	Interactive Communications Specialist	Classification:	Classified
Department:	Communications	Grade:	N4
Occupational Group:	Public Information	FLSA:	Non-exempt
Status:	Full-Time	Supervisory:	No

Primary Purpose

Under general supervision of the Webmaster and the Director of Communications; Provides direction for the visual and graphic design elements of City of Joplin informational and promotional materials for electronic and print media. Coordinates the design, implementation and maintenance of appropriate systems and equipment.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Creates original and unique multi-media designs for text, images, audio, video and animation concepts for electronic and print media.
2. Coordinates assigned media projects from idea generation to production and editing of video content for a variety of internal and external audiences.
3. Works directly with the Director of Marketing and Communications and Webmaster on communications issues including vision and strategic planning, goal setting, and general direction for the City's key service lines.
4. Serves as a liaison between assigned departments and the general public, including constituent groups and other city departments.
5. Writes and designs educational and informational pieces across multiple platforms for the City of Joplin, including internal and external newsletters, brochures, flyers, video narratives etc.
6. Operates desktop publishing software relating to production and graphic design, including podcasts, videos, photography and other communication products.
7. Helps review and coordinate the installation, repair, change, or removal of communication related computer hardware and non-linear editing software.
8. Occasionally works with external partner agencies to provide public relations design guidance and assistance on print and electronic media projects.
9. Provides project management guidance and artistic direction for assigned digital projects development.
10. Assesses current design software for effectiveness and anticipates future systems needs, including consulting with users, researching alternatives and gathering information; recommends purchases.
11. Coordinates the resolution of hardware and software system problems, including contacting repair personnel when required.
12. Reads, studies and interprets technical manuals, design periodicals and other information relating to visual communications techniques.
13. Drives to off-site locations to perform support for functions such as ribbon cuttings and news conferences, and town meetings, etc.
14. Operates production/graphic equipment.

Other Duties

- Attends training, conferences, and seminars for professional development purposes and to maintain current knowledge of design techniques, evolving styles, etc.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Extensive knowledge of graphic design and pre-press production techniques, both in traditional and electronic media types; principles and procedures involved with electronic and print media; correct grammar, standard English usage, punctuation and spelling.

Skill in: Effectively plan, develop, organize and coordinate communication activities for key service lines. Must possess writing and production skills for electronic and print media. Must have the ability to: think creatively and develop new or innovative designs and concepts; effectively operate a variety of types of word processing and desk top publishing software relating to production and graphic design; follow oral and written instructions; present an overall professional image; prepare clear and comprehensive reports; effectively welcome and embrace differences among employees and citizens; performs effectively as a member of the team in carrying out the City's stated mission and philosophy; perform the essential functions of the job without posing a direct threat to the health and safety of self or others.

Education: Graduation from an accredited college or university with a Bachelor's degree in graphic design, communications, journalism, broadcasting marketing or related discipline is preferred.

Experience: Three years full-time work experience including administrative support, marketing, or social media content development and oversight.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in-person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 40 pounds.

Employees may work off-site or outdoors on projects and activities in varying weather conditions, but also work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date:	Type of Change: New position
Revision details: New Position through Use Tax and relevant Action Plans.	