

MAJOR FUNCTION

This is professional and technical work that involves creating high quality visuals (video, photography, graphics, etc.) that showcase and explain City programs, services, events, news, meetings, etc. for the City's various platforms, including, but not limited to, social media, the web, and the cable access channel. Advise other content creators, producers and management on how to best visualize a story and the equipment necessary to meet the needs of the department and City. Works as a member of the communications team who assists with special projects and initiatives, developing a positive image for the City and marketing of City services. Work is reviewed through conferences, the work product, reports, and observations of results obtained.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Produces high quality visuals (video, photography, graphics, etc.) that showcase and explain City programs, services, events, news, meetings, etc. for the City's various platforms, including, but not limited to, social media, the web, and the cable access channel. Proactively plan for productions, including equipment needs. Gather (may involve driving a City vehicle) or develop needed materials (footage, information, graphics, etc.) to ensure a holistic, quality, on-time final product. Advise other content creators, producers and management on how to best visualize a story and the equipment necessary to meet the needs of the department and City. Mentor and train other content creators and producers as necessary to ensure a consistent City visual brand. Contribute to marketing campaigns. Works as a member of the communications team who assists with special projects and initiatives, developing a positive image for the City and marketing of City services.

Other Important Duties

Attends staff meetings. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge of photography and video equipment and software and their application in visually communicating an effective message. Knowledge of the principles and practices of public relations and/or production work by means of visual, written and verbal presentations. Ability to exercise independent judgment. Ability to communicate clearly and effectively, both orally and in writing. Ability to establish and maintain effective working relationships with people at all levels of the organization. Ability to write scripts and organize a photo/video shoot/production. An effective team player. Skilled content creator. Well versed in social media and the changing communications landscape.

Minimum Training and Experience

Possession of a bachelor's degree in broadcast journalism, media production, cinematography, film, photography, digital editing, motion picture arts, production, mass communications or a related field and two years of technical experience that includes experience in working in the film industry, commercial video or a broadcast/cable environment with knowledge of operating cameras, audio and lighting equipment.; or an equivalent combination of training and experience.

Necessary Special Requirements

Must possess a valid Class E State driver's license at the time of appointment.

Established: 05-25-19