CITY OF
SIMI VALLEY

DIGITAL AND PRINT MEDIA COORDINATOR

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general direction of the Deputy Administrative Services Director (Support Services) and working closely with the City's Public Information Officer, the Digital and Print Production Coordinator is a role that will oversee, coordinate, develop, and implement social media marketing strategies and citywide graphic design needs to create and communicate the City's brand using visual media. This includes ownership of design and digital/electronics issues, as it relates to this role.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Oversee and coordinate graphics activities including requests for all City publications; oversee and ensure the smooth operation of graphics, print shop and bindery equipment.

2. Develop, plan, and create graphic concepts and produce all in-house graphics for print and digital/electronic media work for citywide use and distribution. Deliverables include, but are not limited to, budget books, financial reports, certificates, awards, public hearing notices, Council Meeting Agenda, signs, Council Dais, labels, plaques, stationery/letterhead, business cards, book covers, invitations, brochures, ads, flyers/posters, logos, event/function badges.

3. Develop strategies elevating the City's visibility in social media platforms and its existing website, and increase its utility as both community engagement and awareness building/mobilization tools.

4. Provide support to the Public Information Officer to effectively develop and manage the City's website content and other key information channels, such as e-mail, SMS, micro blogs, and social networking technologies, and ensure consistency of messaging across all medium.

5. Develop and maintain a City Style Guide to facilitate standardized uniform products and ensure materials maintain a creative look adhering to internal and citywide standards, visual identity, legal guidelines, and messaging.

6. Organize and maintain digital and print assets for archival purposes, and develop and maintain templates for ongoing use.

7. Recommend and assist in the implementation of goals and objectives; implement policies and procedures for day-to-day functions and effectively schedule reoccurring projects; reprioritize as internal demands necessitate.

8. Monitor program performance; recommend and implement modifications to systems and procedures; recommend appropriate service and staffing levels within area of assignment.

9. Supervise, coordinate and review the work plan for assigned staff; train assigned employees in their areas of work including proper graphics, print, and bindery methods, procedures and

techniques; assign work activities and projects; review and evaluate work products, methods and procedures; provide direction to staff in concept creation and project production; meet with staff to identify and resolve problems.

10. Attend meetings with all levels of personnel in City departments; discuss graphic/social media projects, design concepts, themes and deadlines.

11. Schedule all graphics, print and digital media projects; determine appropriate deadlines.

12. Develop graphic concepts; plan, develop, create and produce all in-house graphics including presentation templates, digital/electronic and print media work for City-wide use and distribution.

13. Ensure materials maintain a creative yet consistent look that adheres to internal and City-wide standards, visual identity, legal guidelines and messaging.

14. Ensure quality control for design and print work; inspect work for accuracy, content grammar/formatting, color consistency and flaws; ensure projects adhere to design standards; provide assistance as necessary.

15. Serve as a creative liaison to staff, providing recommendations for creative resources, outsourcing, workflow, traffic, digital processes, methodologies and other opportunities to improve efficiency and quality.

16. Ensure hardware and software performance, functionality and operability for use in a variety of graphic art formats; troubleshoot technical issues including software and hardware problems as necessary.

17. Monitor program compliance with laws, rules and regulations related to provision of graphics, printing, digital media, and related services.

18. Determine projects to be completed by outside contractors; contact, and write specifications for outside contract services; ensure work sent to outside contractors is in adherence with budgetary and design guidelines; oversee the completion of all work assigned to outside vendors.

19. Maintain awareness of new developments in the field of graphic design/production and digital communication; incorporate new developments as appropriate into programs.

20. Perform related duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

Adobe Creative Suite (Photoshop, Illustrator, and InDesign), with an emphasis on graphics/presentation software.
Social media tools such as HootSuite for scheduling and automating postings.
Social media analytics tools such as SproutSocial or similar.
Social media account creation and management for Facebook/Twitter/Instagram.
Operations, services and activities of a full service graphics program and customer/stakeholder communication.
Principles and practices of graphics programs, social media, marketing development and implementation, graphic art design, and printing procedures.

Current and emergent digital communications technologies, principles, practices and recent developments related to graphic art design.
Awareness of email and social media marketing platforms.
Graphic design, typography, layout, composition, formatting standard, art direction, color theory and information design, and information design for both print and digital/electronic social media.
Visual, sound and video design.
Principles and practices of supervision, training and performance evaluation.
Microsoft Office applications and advanced knowledge of supporting software applications related to graphic art.
Pertinent federal, state and local laws, codes and safety regulations including those related to copyrights and other restrictions associated with shared use of digital/electronic media.

Ability to:

Design and oversee projects from concept through production, and final media.
Understand the tools and techniques used to create and manipulate various types of graphic artwork in both print and digital/electronic medium.
Organize work, handle multiple requests and priorities, and manage multiple projects, while accomplishing tasks within scheduled deadlines and budgets.
Adapt to effectively meet changing customer expectations and changing technologies.
Coordinate and direct graphic, and social media programs; create a cross-platform editorial schedule posting to multiple mediums concurrently to keep the City's presence digitally active.
Recommend and implement goals and objectives for providing graphics, printing, social media, and marketing services.
Utilize and operate a variety of graphic arts software including page layout and design, illustration, photo editing, web and conversion programs; learn and adapt to new software programs as they become available.
Communicate clearly and concisely, both orally and in writing.
Supervise assigned staff; lead while working in a collaborative environment and allocating limited resources in cost effective manner.
Establish and maintain effective working relationships with those contacted in the course of work.
Interpret and explain City policies and procedures.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in graphic design/multi-media, print production or a related field.

Experience:

Three years of increasingly responsible graphics and digital media experience including one year of administrative responsibility.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Office environment; exposure to computer screens, toxic chemicals, solvents.

Physical: Physical mobility to perform the assigned duties, which may include walking, standing or sitting for prolonged periods of time; use of both hands and use of fingers. Moderate or light lifting and carrying.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; ability to distinguish colors.

Hearing: Hear in the normal audio range with or without correction.

Adopted: September 2003
Johnson & Associates

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