



City of Springfield, Ohio Digital Media Specialist

SALARY	\$29.44 - \$37.60 Hourly	LOCATION	Springfield, OH
JOB TYPE	Administrative Position (full-time)	JOB NUMBER	2400244
DEPARTMENT	City Manager's Office	DIVISION	City Manager's Office
OPENING DATE	10/24/2024	CLOSING DATE	Continuous

Job Description

Under the general direction of the Communications Director, the Digital Media Specialist enhances our digital presence and effectively produces engaging graphic content and manages digital media strategies to effectively convey city initiatives, events and services. The ideal candidate has a strong background in videography, photography and social media management, website maintenance, as well as background in running podcasts. This position will support the Communications Director in engaging the community through creative and innovative digital content.

Examples of Duties

Any one position may not include all of the specific duties listed, nor do the examples cover all the duties that may be performed.

- **Videography & Photography:**
 - Capture and produce high-quality video and photographic content for various city projects, events and initiatives.
 - Edit and enhance multimedia content to align with the city's branding and messaging.
- **Podcast Production:**
 - Manage the technical aspects of city podcasts, including the live recordings.
 - Collaborate with city staff and community stakeholders to develop podcast content that informs and engages the community.
- **Digital Media Content Creation:**
 - Create, edit, and produce digital content, including videos, graphics, animations, e-newsletter design and multimedia presentations, to support city communications.
 - Manage the city's Springfield Channel 5 to ensure timely and relevant content is shared with the community.
 - Assist in the development of promotional materials and campaigns for city events.
- **Graphic Design:**

- Develop visually compelling graphics for various platforms, including social media, website, newsletter and promotional materials.
- Ensure all designs adhere to the city's branding guidelines and maintain a consistent visual identity.
- **Social Media and Website Management:**
 - Develop and implement social media strategies to increase engagement and promote city events and programs across various platforms.
 - Monitor and respond to community inquiries and comments on social media channels in a timely and professional manner.
 - Perform routine website updates as needed.
- **Analytics and Reporting:**
 - Track and analyze the performance of digital media initiatives, providing insights and recommendation for continuous improvement.
 - Prepare regular reports on social media engagement and multimedia content effectiveness.

Qualifications

- Graduation from an accredited college or university with a minimum of an associate degree in marketing, digital marketing, communications, graphic design or related field.
- Possess a valid state issued driver's license.
- Familiarity with local government operations and community engagement strategies is a plus.
- Relevant portfolio showcasing graphic design work and digital media projects.

Knowledge, Skills and Abilities

- Excellent verbal and written communications skills.
- Strong organizational skills and attention to detail.
- Equivalent combination of education, training, and/or experience.
- Proven experience in videography, photography and social media management.
- Strong technical skills in audio/video editing software (e.g., Adobe Premiere Pro); graphic design tools (e.g., Adobe Photoshop, InDesign, Illustrator and Canva); and various tools and platforms (e.g. StreamYard, Constant Contact and Archive Social).
- Experience in using web based CMS to perform routine website updates.
- Familiarity with social media platforms and strategies for community engagement.
- Ability to work collaboratively and effectively with diverse internal teams and manage multiple projects under tight deadlines.

Other Duties and Responsibilities:

- Builds professional relationships with vendors, staff and residents.
- Oversees ordering of marketing related promotional items.
- Assists internal departments with ordering of branded-related items as needed.
- Monitors and updates information on website and social media.
- Provides support to the Administrative Assistant to ensure efficient operations with the City Manager's office, as needed.
- Performs all other duties as assigned.

Physical Demands and Work Environment:

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

- Work is performed inside and outside with periods of standing, walking and sitting.
- Must be able to use appropriate senses such as vision, hearing, touch, and smell to perform necessary tasks.
- Often required to complete manual projects that may requires some climbing, reaching, bending, stooping, crouching, crawling, kneeling, pushing, pulling, and lifting up to 40 pounds.
- Noise level in the work environment ranges from quiet to loud.
- Maintains regular attendances and is available to work some weekend and evening hours, as necessary.

The City of Springfield is committed to a diverse workforce as it enriches and strengthens how we advance our mission. We are proud to be an equal opportunity employer, welcoming applications from all individuals, regardless of race, gender, sexual orientation, religion, ethnicity, national origin, disability, and all the other characteristics that make us unique. Our goal is to be the place where a diverse mix of talented people want to work.

Employer

City of Springfield, Ohio

Department

City Manager's Office

Address

76 E High Street

Springfield, Ohio, 45502

Phone

937-324-7318

Website

<https://springfieldohio.gov/>