

CITY OF CORAL SPRINGS Classification Description

CLASSIFICATION TITLE: Multi-Media Coordinator
FUNCTIONAL AREA: Communications & Marketing Department

WORK OBJECTIVE:

Under general direction, the purpose of the job is to coordinate and implement multi-media marketing activities and materials e.g., broadcast shows, commercials, brochures, magazines, signs, multimedia CD's and DVD's, web sites. Employees in this job classification perform at professional staff level to research projects and initiatives from development and design to implementation and analysis of results. Work includes the development of new products and programs to promote City image and participation in special events and activities. Employee is responsible for maintaining active communication with various levels of departmental personnel and management, to keep departmental objectives clear and working toward attaining City goals and objectives.

ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Creates, develops and implements television shows and commercials, e.g., prepares scripts, hires talent, scouts locations, tapes video footage, digitalizes video footage, creates voice-over, creates graphics, titles and special effects; submits finished product.
- Assists in the planning and management of creative promotional materials, production and implementation of City web site, e.g., coordinates information; coordinates and integrates photographs; uploads revisions to server.
- Creates and develops various resources and promotional materials, e.g., newspaper advertisements, brochures, signs, logos.
- Creates and develops interactive CD's and DVD's, e.g., coordinates information; coordinates and integrates photographs; burn CD's/DVD's; distributes product.
- Reviews all promotional materials for financial and legal compliance.
- Analyzes project results and evaluates product effectiveness to provide product and promotional recommendations to management.
- Televises live coverage of Commission Meetings; controls several remote cameras, switching and audio equipment; ensures quality technical operation of all recording and broadcasting equipment.
- Assists in the development of new promotional ideas and materials.
- Provides other departments with technical, graphic and video support and recommendations.

Multi-Media Coordinator

MINIMUM QUALIFICATIONS:

Education / Certifications / Experience –

Associate's Degree in Business, Marketing or related field; supplemented by two (2) to three (3) years responsible experience in the marketing and promotions within a similar organization; or an equivalent combination of education, training, and experience.

Knowledge, Skills, & Abilities –

Considerable knowledge of all functions relevant to the principals and techniques of multi-media marketing and promotions activities.

Knowledge of business English and spelling.

Ability to understand, follow and coordinate written and oral instructions.

Ability to read, update and maintain various records and files.

Ability to access, operate and maintain various software applications.

Ability to clearly communicate information both verbally and in writing.

Ability to operate basic office equipment, e.g., computer terminals, printers, copy machines, telephone systems, facsimile machines.

Ability to establish and maintain effective working relationships with departmental personnel, supervisors, marketing/communications vendors and the general public.

Skill in operating various photography and videography equipment.

Skill in the utilization of various specialized programs and software of web development, e.g., Quark, Photoshop, PowerPoint, Fireworks, Media 100, Dream Weaver, Flash, TARR, Acrobat.

PHYSICAL REQUIREMENTS:

Tasks involve the intermittent performance of physically demanding work, typically involving some combination of reaching, bending, stooping, kneeling, or crouching, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

ENVIRONMENTAL REQUIREMENTS:

Work is performed in usual office conditions with rare exposure to disagreeable environmental factors, e.g., dust, cleaning chemicals/fumes, mild temperature variations. Some tasks are performed in outdoor environments. Due to the nature and location of the work environment, tasks include potential for intermittent exposure to disagreeable elements, e.g., heat, humidity, inclement weather.

The City of Coral Springs is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Coral Springs provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.