

Senior Multimedia Communications Specialist
Unclassified position
Salary Range: \$65,596.88 - \$98,395.03 – Midpoint \$81,995.85

The City seeks a visionary and creative professional to be its Senior Multimedia Communications Specialist. Under the direction of the multimedia producer, the Senior Multimedia Communications Specialist will work closely with the multimedia producer and community to help develop a strategy for communications with the public, marketing and branding the City and its programs and services, and then create plans that are positive, effective, and consistent. This position is responsible for the development and implementation of the City's Communications and Engagement strategies including digital engagement, advertising, public communications, internal communications, and assist the multimedia producer in managing and broadcasting on the City's public access television channel. This position acts as the principal liaison traditional media and new digital media; and prepares, coordinates, and disseminates press releases, public service announcements, and other media communications. Furthermore, this position serves as the Citywide spokesperson when deemed necessary and works with public safety, city administration on the coordination of press releases, press conferences and the distribution of sensitive public information. They also assist in the execution of marketing the monthly newsletters to drive program awareness and participation in establishing consistency in copy content with brand and positioning messages and ensuring that the public message is distributed.

MINIMUM QUALIFICATIONS:

Training and Experience: Bachelor's Degree in Communications, Public Relations, Journalism, or a related field; eight years' experience in full-time work in mass media, advertising, public relations or publishing; or an equivalent combination of training and experience. Extensive experience in communication and public relations may substitute for education requirements if the experience is comparable to like-size agencies or responsibilities. Experience as a public communications officer is highly desirable.

- Plans, leads, organizes and controls external communication efforts assigned to this position to ensure consistency in presenting City information to the public in a timely and effective manner. Serves as a key advisor and assists City departments in planning and executing communication and public relations efforts in order to achieve the same objective. Manages the City's interaction with news media, issuance of media releases, and respond to media inquiries, with the assistance of consultants as needed. Serves as Public Information Officer for the City and as part of emergency operations.
- Coordinates and oversees citywide communications projects such as the City Newsletter, e-news, social media and other avenues to promote the City's image and effectively communicate City issues, actions, and services. Ensures that a collection of electronic file materials is maintained, such as photographs and other informational material, for use in the City's efforts to promote, educate and recruit.
- Prepares draft press releases and coordinates with the involved department(s) to achieve final edited and approved product.
- Oversees the development and maintenance of the official City web site and the host of the website by the contracted consultant. Manages additional consultants as necessary to provide communications assistance.

- Manages and monitors the City's branding, including rebranding effort to keep the City's image current, relevant and consistent in communications.
- Develops and recommends new communications methods and enhancements to better achieve City goals, including fostering the organization's values and marketing City services to residents, community groups and other external organizations. Organizes and maintains internal communications efforts.
- Manages Media Relations/marketing consultant contract (with City Manager) and other consultant contracts related to communications.
- As assigned, conducts special studies and prepares analyses or reports related to a variety of policies, procedures, cost effectiveness, service delivery, community engagement, and external communications. Prepares and may conduct fact-finding analysis and assemble documents for decision support. Presents reports orally and in writing. Collaborates on studies and any related implementation efforts with appropriate City officials, staff and other government entities.
- Develops proposed plans and policies for the City, subject to the review/approval of City Manager or designee. Drafts ordinances and resolutions. Presents proposals to the City Council for discussion and/or action.
- Develops, negotiates and oversees various documents and agreements for City operations including contracts, interlocal agreements, memoranda of understanding, and other agreements on behalf of the City.
- Participates in the development of policy guidelines, program work plans, budget proposals, goals, and objectives. Coordinates budget development and budget management for programs in the City Manager's Department, for review and approval.
- Serve as a professional resource to various organizations and committees.
- Participates in the City's Emergency Operations Center and functions as the City's Public Information Officer, among other duties and assignments, during disasters and emergencies.
- Participates in hiring and supervision of interns and/or other staff as assigned.
- Occasional attendance at night meetings and weekend work is required; assists with City events as needed.
- Perform related work as assigned.

PHYSICAL DEMANDS:

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement.

- Performs light work that involves walking or standing most of the time and involves exerting up to 20 pounds of force on a regular and recurring basis, or skill, adeptness and speed in the use of fingers, hands or limbs on repetitive operation of mechanical or electronic office or shop machines or tools within moderate tolerances or limits of accuracy.

UNAVOIDABLE HAZARDS (WORK ENVIRONMENT):

Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.

- Involves routine and frequent exposure to: bright/dim light; dusts and pollen; extreme heat and/or cold; wet or humid conditions; extreme noise levels; animals/wildlife; vibration; fumes and/or noxious odors; traffic; moving machinery; electrical shock; heights; exposure to radiation; disease/pathogens; toxic/caustic chemicals; explosives; and violence.

AMERICANS WITH DISABILITIES ACT COMPLIANCE

The City of Riviera Beach is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

SPECIAL REQUIREMENTS

Mandatory pre-employment physical and drug tests. Florida Driver's License desired.

The City of Riviera Beach maintains a drug-free workplace policy and program, as established under the guidelines of the Federal Drug Free Workplace Act of 1988 and Section 440.102, Florida Statutes.