

Multimedia Communications Specialist

Unclassified position

Salary Range: \$57,785.81 - \$80,531.03 – Midpoint \$66,243.30

This is a professional work of more than ordinary difficulty and responsibility in the development and administration of elements of the City's public awareness program. This position acts as the liaison for publication and collateral production; creates strategies and integrates traditional media and new digital media; and prepares, coordinates, and disseminates press releases, public service announcements, and other media communications. Executes monthly marketing newsletters to drive program awareness and participation in establishing consistency in copy content with brand and positioning messages. Tracks the monthly and quarterly expenses, and ensures that necessary resources are available and managed in a cost-effective manner. Duties should be performed with considerable independence, but is subject to supervision by the department director and reviewed by the multimedia producer.

MINIMUM QUALIFICATIONS:

Training and Experience: Bachelor's Degree in Communications, Public Relations, Journalism, or a related field; four 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.

- Recognizes public information and marketing opportunities and assists and advises department staff in the planning, production, and implementation of those opportunities.
- Works closely with staff on departmental programs, special events, and fund-raisers.
- Conducts media relations, public relations, ad buying, marketing, press releases, newsletters, writing, and media pitches.
- Coordinates preparation, layout, printing, and dissemination of monthly and annual reports.
- Writes or edits and submits press releases and feature articles for newspaper, trade journals, and other media.
- Designs and maintains portions of the City's web site.
- Collects and files pertinent publications, reports, media clips, and related materials.
- Acts as the liaison and spokesperson to media representatives; establishes and maintains good relations.
- Prepares, submits, and promotes public service radio and television announcements or interviews.
- Works closely with the multimedia producer to ensure published and broadcast products meet City quality and style standards.
- Works with the multimedia producer and other City Administration as a team on major projects and events.
- Acts, when needed, as a City Emergency Operations Public Information Officer.
- Creates materials for staff training programs and new employee orientation.
- Generates purchase orders for marketing projects and tracks expenditures to monitor project budget.
- Performs related work as required.

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.