



## CITY OF OVERLAND PARK - POSITION DESCRIPTION

<b>TITLE:</b>	Digital Communications Assistant	<b>BAND/LEVEL:</b>	PROF I
<b>DEPARTMENT:</b>	City Manager	<b>JOB NO:</b>	3110
<b>DIVISION:</b>	Communications	<b>DATE:</b>	10/17/2018
<b>REPORTS TO:</b>	Digital Communications Manager	<b>FLSA STATUS:</b>	Non-Exempt
<b>FT/PT/SEASONAL:</b>	Full-time	<b>COST CENTER:</b>	122
<b>REPLACES:</b>	N/A	<b>LAST REVISED DATE:</b>	10-15-2018

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### JOB SUMMARY STATEMENT:

The Digital Communications Assistant informs and engages those who live, work, and play in Overland Park on all digital communication platforms while implementing strategic plans of the communications division. The Digital Communications Assistant creatively develops copy, photos, videos, audio, and other multimedia content, with a voice that carries the Overland Park brand across all social media and website platforms. The Digital Communications Assistant works with media, elected and appointed officials, and city staff to communicate messages on behalf of the City of Overland Park. The Digital Communications Assistant attends public meetings and events and assists with public information during citywide non-emergencies and emergencies, and incidents.

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### DUTIES AND RESPONSIBILITIES:

- Research, create, write, and edit accurate, timely, and compelling content, including articles, photos, video, podcasts, infographics, and other multimedia elements, for city social media, website, email campaigns, news releases, direct mail pieces, brochures, and other special projects. Perform on-camera and voice-over work for video and audio productions.
- Assist with responses to resident and public requests for information via social media by working and coordinating with Digital Communications Manager.
- Monitor social media tools, trends, and applications to enhance and maintain the city's presence on social media. Assist with city staff training for social media purposes.
- Develop social media and digital communication performance metrics. track, compile and analyze content in order to provide regular reports of usage and trends.
- Work collaboratively within the city's Communications Division to achieve communications goals. Assist in the development and implementation of communications plans and strategies.
- Attend city meetings and events, assist with public information during citywide events, respond to city emergencies, weather events, incidents and performs duties, as required.

## GENERAL QUALIFICATIONS

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### EDUCATION & SPECIAL LICENSE(S)/CERTIFICATIONS:

- Bachelor's degree in the following field(s) of study: Journalism, Public Relations, Communications, Public Affairs, English, or Multimedia.
- Must have a valid drivers license and maintain an insurable driving record.

### EXPERIENCE:

- Digital communications content creation, prefer 1-2 years experience.
- Video production and editing, prefer 1-2 years experience.

### SKILLS:

- Analytical skills, including research skills, ability to interpret data, ability to conceptualize, ability to analyze information, and ability to write formal recommendations based on findings.
- Attention to detail.
- Basic mathematical skills.
- Computer software - desktop publishing skills.
- Computer software - presentation skills.
- Computer software - spreadsheet skills
- Computer software - web page maintenance skills. Familiarity with WordPress or similar a bonus.
- Computer software - word-processing skills.
- Computer software: Adobe Creative Suite; including Photoshop or similar photo editing software, PremierePro, Avid, or similar video editing software.
- Facilitation skills, including curriculum/agenda development, marketing skills, ability to help groups focus, ability to use group decision-making to gain commitment, and/or ability to encourage participation.
- Project management skills, including organization, coordination of duties, and/or accomplishment of goals.
- Public speaking/presentation skills.
- Time management skills, including the ability to manage multiple concurrent projects and meet both long-range, intermediate, and hourly deadlines.
- Written and oral communication skills.

### MENTAL REQUIREMENTS:

- Ability to meet deadlines.
- Diplomacy and judgment.
- Ability to recognize and protect confidential information.
- Ability to prioritize multiple tasks.
- Ability to carry out assignments through oral and written instructions.
- Ability to work independently.
- Ability to work in a hectic environment with many interruptions.
- Ability to analyze and recommend possible solutions.
- Ability to learn and understand computer software applications.
- Alpha and numeric recognition.

### PHYSICAL REQUIREMENTS:

- Ability to make and receive phone calls.
- Ability to identify and distinguish colors.
- Ability to operate City vehicles.
- Ability to operate digital equipment including camera, video camera, tripod and cell phone.
- Hand and eye coordination adequate to input computer and typewriter.

### SUPERVISORY RESPONSIBILITY (Direct & Indirect):

- None.