

**MAJOR FUNCTION**

This is technical, supervisory, and professional digital media development work maintaining direct oversight of the City's website's content and appearance working with and providing guidance to City departments regarding their online presence. The incumbent creates and implements campaigns that include customized content (graphics, video, web) with Public Information Officers and project leads. Develops City iconography; approving and enforcing branding of long-standing city trademarks and advises staff on the use of digital technologies. Work is performed under the supervision of the Director of Communications and is reviewed for achievement of desired results through regular status meetings and written reports.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Creates graphic design for City projects and marketing campaigns, supervises quality of all outgoing digital/physical collateral (print, video, web). Consults with individual City departments to determine and solve their marketing goals, online goals, digital requests and needs. Assists departments in creating effective, user-friendly web pages, ongoing maintenance including developing improved customer services/tools available via the internet; liaison to Technology and Innovation related to technical support of the site; manufacturing physical collateral from digital assets; analyzing and reporting on web analytics. Attends regular meetings with City's Web Team and departments. Coordinates, analyzes and explains web analytic data; suggests and implements improvements to site based on this data. Approves and enforces City of Tallahassee trademark policies internally and externally. Develops and maintains user experiences and communications tools regarding the website. Works with other Communications staff and departments to integrate website with other marketing programs. Monitors trends in internet technology and pursues customer service (e-government) options to be used over the website and marketing efforts; includes strategic planning to accomplish desired results. Responds to web-based e-mail inquiries sent to the City. Plans, organizes and conducts meetings as needed with technical and functional resources. Coordinates the testing and implementation of web-based solutions with all appropriate parties. Recommends the selection, advancement, transfer, grievance resolution discipline or dismissal of supervised personnel. Conducts performance evaluations and recommends approval or disapproval of pay increases. Provides input and recommendations on the operating budget including the purchase of equipment, software, and necessary technological advancements that can enhance outreach efforts Provides clear and concise written and oral communications to technical staff, functional representatives and supervisor. Works in a team environment including collaboration on solutions from concept to completion. Performs related work as required.

**Other Important Duties**

Keeps informed and abreast of major trends and developments in information technology. Researches and implements new technology that supports City of Tallahassee digital marketing efforts. Participates in educational opportunities. Performs related work as required.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Considerable knowledge and understanding of computer systems and programs, web technology and current industry trends and best practices for web development, policies and procedures, project management requirements, procedures and techniques. Ability to apply best practice techniques to web for viewing across multiple devices. Knowledge of content management systems. Knowledge of web application development using multiple programming technologies, leveraging multiple platforms. Ability to analyze and convert business requirements into design specifications. Ability to apply sound change management techniques in implementing technical solutions. Ability to conduct independent

research and define results. Ability to devote required attention to detailed work. Ability to interact effectively with functional representatives and technical co-workers one-on-one and/or in team environments. Ability to organize time and resources for maximum benefit. Skill in verbal and written communication. Skill in time management, and self-motivation. Strong analytical, design, and coding skills for providing simple to complex solutions recommendations. Skills to include, but not be limited to, use of the following tool sets: Microsoft Office 2010 desktop toolset, (Access, Word, Excel, etc.). Extremely proficient in HTML, CSS3 and Photoshop; working knowledge of content management systems, SQL, XML and Illustrator; familiarity with ASP.NET, jQuery, AJAX and other similar coding languages. Web Content Management Systems or comparable web development skills. Experience with the use of graphic design software in order to manage usability and delivery of creative application interfaces to enhance the user experience. Experience with developing and implementing online marketing, viral technology; email, blogs, wikis, and social media networking strategies to build brand awareness, expand reach, cultivate citizen engagement and enhance relationships.

#### Minimum Training and Experience

Possession of a bachelor's degree in computer science, management information systems, human-computer interaction, graphic arts, communications, public relations or a related field and two years of technical experience in design and development of web sites, web pages and web applications; or an equivalent combination of training and experience.

#### Necessary Special Requirement

Designated positions assigned to this class may require a valid Class E State driver's license at the time of appointment.

Established: 09-02-17

Revised: 08-30-22