



DATE	April 2016
JOB CODE	
FLSA	EXEMPT
EEO	

JOB TITLE: Digital Content Specialist
 DEPARTMENT/DIVISION: Marketing Services
 REPORTS TO: Marketing Director

SUMMARY: Responsible for overseeing all aspects of the City’s website pages, including navigation flow, layout of specific pages, and creation of individual graphic elements. Will work within the technical framework of a content management system and will work closely with the IT department; will also serve as a print design backup for marketing campaigns. Work requires limited supervision and the use of independent judgment and discretion.

ESSENTIAL JOB FUNCTIONS:

- Use the City’s web-based content management system to create and manage engaging content on the City website using a vibrant mix of text, photography, and video.
- Meet with key stakeholders and internal City department web content providers, gather appropriate information, and create a high quality design concept and communication materials based on understanding of department’s desired message and outcomes.
- Contribute creative design ideas to projects to ensure design work delivers on key strategies and messages for projects, campaigns, and overall goals.
- Implement and update page metadata to increase SEO, and provide statistics relating to online activity/impact that can be used in monthly reports.
- Maintain a comprehensive content schedule for all online activity in accordance with marketing campaign or topics in line with key stakeholders and internal City department web content providers.
- Illustrate concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and other related aesthetic concepts.
- Edit pages with an understanding of the City’s brand attributes, identity, guidelines, and policies.
- Refresh and upload content on existing City of Carrollton website pages, including editing the writings of other content producers and revising content according to the nature and tone of the website, working in conjunction with the content producer.
- Maintain up-to-date knowledge of City policies, procedures, programs, and visual communication brand guidelines and regulations as they pertain to web function and graphic design.
- Assist with content scheduling social media channels and online review-based platforms, including Facebook, Twitter, Instagram, Pinterest, LinkedIn, Yelp, Google+, and Nextdoor
- Make use of analytics tools (e.g. Facebook insights) to determine customer demographics, assess impact of content and social media posts, and inform campaigns.
- Performs other duties as assigned.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- None.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of web usability standards in order to work within the City of Carrollton's overall brand guidelines and visual standards
- Knowledge of web standards and best practices
- Knowledge of basic elements of web design (image resizing, image optimization), but does not need to understand code
- Knowledge of design principles (including website and graphic design)
- Knowledge of municipal government operations
- Knowledge of process as well as the artistic talent to balance color and form to create visually appealing, but functional website content
- Skilled in prioritizing, organizing, and managing multiple projects simultaneously
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations
- Skilled in applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines
- Skilled in developing marketing and advertisement materials
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals
- Skilled in tracking, analyzing, and interpreting online data
- Skilled in operating a computer and related software applications
- Skilled in communicating effectively with a variety of individuals
- Skilled in Adobe Creative Suite Programs: Photoshop, Illustrator, InDesign
- Skilled in attention to detail
- Ability to proofread, with experience editing content for grammar, punctuation, style, and flow
- Ability to bring projects to successful completion on time, within budget and to the design and communication expectations

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Marketing, Advertising, Communications, Fine Arts, Graphic Design, or a related field
- Three (3) years of progressively responsible experience in website content design and copywriting
- Strong knowledge of programs within Adobe Creative Suite
- Requires a valid Texas Driver's License

PREFERENCES:

- Master's Degree in Marketing, Advertising, Communications, Fine Arts, Graphic Design, or a related field
- Knowledge of Dreamweaver and HTML/CSS
- Skilled in Google Analytics and social media analytics tools

WORKING CONDITIONS:

- Frequent reaching, sitting, standing, walking, talking, seeing, and hearing.
- Occasional lifting and carrying up to 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather conditions.

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test.
- Must pass criminal history check.
- Must pass motor vehicle records check.