



DATE	August 2023
JOB CODE	
FLSA	EXEMPT
EEO	

JOB TITLE: Digital Content Specialist
 DEPARTMENT/DIVISION: Marketing Services
 REPORTS TO: Graphics & Production Supervisor

SUMMARY: Responsible for creating, developing, and managing content for the City of Carrollton’s social media platforms, website, eNewsletters, print and digital media, and other communication tools. This position demands visual design skills, along with advanced knowledge of new media technology, software, and trends. Work requires limited supervision, collaboration with team members, multitasking, organization, self-motivation, and critical thinking.

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.
- Consult with internal departmental clients to determine project objectives, gather information, and create a high-quality design concept and communication materials for digital platforms and print media 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 and assist with a comprehensive content schedule in accordance with marketing campaign or topics in line with key stakeholders and internal City departments.
- Create print material, digital communications, video, motion graphics, web graphics, etc. to meet specific project or promotional needs.
- Conduct audits 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 departmental client.
- Utilize analytics tools to interpret data and determine customer demographics, assess impact of website content and/or social media posts, and inform campaigns, present findings upon request.
- Maintain up-to-date knowledge of City policies, procedures, programs, and visual communication brand guidelines and regulations as they pertain to web function, social media, and graphic design.
- Stay up-to-date on digital/social media platforms and provide recommendations for and implement new features or platforms as appropriate.
- Design, layout, and develop content for internal and external eNewsletters.
- Produce clean, clear copy that requires minimal editing or revision.
- Capture relevant and engaging photographs or video footage at City functions for marketing and/or communication purposes.

- Performs other duties as assigned.

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, social media, video, 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 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
- Skilled in attention to detail
- Ability to proofread, with experience editing content for grammar, punctuation, style, and flow
- Ability to find the subject matter expert and information needed to answer a question
- 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 area of study OR four (4) years of progressively responsible experience in website content design, social media programming, and copywriting
- 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 HTML/CSS
- Skilled in Google Analytics and social media analytics tools

- Skilled in video creation and editing software
- Skilled in animation creation/production

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.