



<b>DATE</b>	August 2023
<b>JOB CODE</b>	
<b>FLSA</b>	EXEMPT
<b>EEO</b>	

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

**SUMMARY:** Responsible for digital content for the City of Carrollton, including strategy, creation, and implementation, for social media, website, print publications, and some video production and editing. Will work collaboratively with full Marketing Services team, IT, and other City departments on projects that support both internal and external communications as well as initiatives across multiple departments. Work requires limited supervision, the use of independent judgment and discretion, and strong creative, design skills.

**ESSENTIAL JOB FUNCTIONS:**

- Serve as lead for City website, social media channels, or multimedia collateral.
- Provide senior level guidance and mentor Digital Content Specialists by finding creative solutions to garner engagement on social media platforms and/or developing webpages to ensure maximum impact and effectiveness, and alignment with overall campaign objective, assist as needed.
- Utilize a strategic mindset with the ability to analyze information and provide effective solutions.
- Demonstrate creativity, out-of-the-box thinking, and resourcefulness.
- Develop multimedia content ideas in collaboration with the Digital Content Specialists.
- Create procedure manuals, guides, and/or course materials and training for City web specialists and social media users on City policies, procedures, and best practices.
- Design, layout, and develop content for internal and external eNewsletters using Constant Contact.
- Create print material, digital communications, motion graphics, web graphics, etc. to meet specific project or promotional needs.
- Train and coordinate with Digital Content Specialists to allow for depth and back-ups during longer term or crisis operations.
- Consult with internal departmental clients to determine project objectives, gather information, and develop design options and time schedule to complete projects.
- Produce clean, clear copy that requires minimal editing or revision.
- Write, edit, and proofread copy for City publications.
- Contribute creative design ideas to projects to ensure design work delivers on key strategies and messages for projects, campaigns, and overall goals.
- 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.

- Utilize analytics tools to interpret data and determine customer demographics, assess impact of content and/or social media posts, and inform campaigns; present findings upon request.
- Coordinate or assist with outside service vendors.
- Attend City events to photograph or capture video footage for marketing purposes.
- Perform 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
- 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, social media programming, 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
- 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.