

CITY OF MARGATE, FLORIDA

JOB DESCRIPTION

JOB TITLE: MULTIMEDIA PRODUCER (Job Code 618).

GENERAL STATEMENT OF JOB

Under the general direction of the Communications and Marketing Manager, the Multimedia Producer is responsible for creating high-quality communications content. Duties are performed independently or in collaboration with the multimedia communications team to strengthen and advance the City of Margate and CRA brand and reputation through the coordination of special events, development, and execution of integrated strategic public communications, such as video stories across digital and social media platforms, the City's website, and PEG Channel 78.

ESSENTIAL FUNCTIONS

The following duties and functions, as outlined herein, are intended to be representative of the type of tasks performed within this position. They are not listed in any order of importance. The omission of specific statements of the duties or functions does not exclude them from the position if the work is similar, related, or a logical assignment for this description. Other duties may be required and assigned.

Produce written content, including articles, social media posts, advertisements, video scripts, website content, and email marketing content.

Initiate digital storytelling concepts and campaigns to advance the City of Margate and Margate CRA's brand.

Participate in all phases of video and audio production from conception to delivery.

Collaborate in all aspects of digital marketing campaigns.

Participate in special events logistics, coordination, and promotion.

Ensure all content aligns with the department's project goals and stylistic guidelines.

Explore additional multimedia opportunities and suggest changes.

Stay current on emerging and new digital trends, the latest in video production, best practices in video production, and the latest social media platforms.

MINIMUM TRAINING AND EXPERIENCE

Associate degree from an accredited college or university plus at least five (5) years in multimedia content production, print and digital.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Tasks involve some walking, standing, some lifting and carrying objects of light to moderate weight (5-15 pounds).

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, or composite characteristics (whether like or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving and receiving oral instructions, assignments and/or directions.

Language Ability: Requires the ability to read various materials relevant to government, legal, and City administration operations that range from moderate to complex levels.

Intelligence: Requires the ability to analyze and interpret problems and draw valid conclusions in program coordination development.

Verbal Aptitude: Must communicate efficiently and effectively in standard English. Must consistently demonstrate the ability to speak with poise, confidence, and voice control.

Numerical Aptitude: Requires the ability to add, subtract, multiply, and divide; calculates decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width, and shape and visually read various types of information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in handling, sorting, and filing documents.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors or shades of color.

Interpersonal Temperament: Requires the ability to deal with people from various departments and the public in both giving and receiving instructions. Must consistently demonstrate an ability to perform under stress.

Environmental Requirements: Tasks are performed with infrequent exposure to adverse environmental conditions.

KNOWLEDGE, SKILLS, AND ABILITIES

Ability to effectively demonstrate excellent organizational, oral, and written communication skills and the ability to work with individuals both internal and external to the City.

Must have extensive AP style writing experience.

Ability to work independently, plan, organize, and execute assignments with minimum supervision.

Must understand audio recording, mixing, and wireless audio.

Must be familiar with digital marketing platforms such as Constant Contact, Survey Monkey, or similar programs.

Must be knowledgeable in developing written content for social media platforms.

Must be experienced with iPhone or digital cameras.

Must be skilled in content writing and content management systems for websites and e-communications.

Must be detail oriented.

Must be skilled in creating video and audio content and possess basic knowledge of audio and photo editing tools.

Must have experience with storyboarding and project management.

EQUAL OPPORTUNITY EMPLOYER

The City of Margate, Florida, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), the City of Margate will provide reasonable accommodation to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer. The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

I have read and acknowledge receipt of this Job description.

Employee Name and Signature

Date