

COMMUNICATIONS & MARKETING TECHNICIAN

Position Code: 2521

WC Code: 9410

FLSA Status: Non-Exempt

Pay Grade: 352

Location: Communications & Marketing

Approval Date: 2021

General Statement of Duties

Performs professional work supporting the Communications & Marketing department, as well as other Town departments with media-related information.

Distinguishing Features of the Class

An employee in this class focuses on a wide range of public relations activities and engages in responsible communication to educate the general public. Work involves conceptualizing, developing and producing videos, social media content, and other related content to inform residents, business owners, and visitors, as well as promote the Town of Mooresville. The position requires experience in shooting and editing videos and production and graphic design capabilities. Employee must exercise independent judgement and initiative in completing assignments and meeting deadlines.

Duties and Responsibilities

Oversees MGTV20 from appliance firmware updates to production and scheduling of programs and creation of static slides to promote Town events and initiatives.

Oversees and operates Board Room equipment.

Directs and coordinates livestream broadcast of Town Board of Commissioners meetings and other Town-affiliated organizations.

Operates digital cameras and other audio and video equipment.

Edits video, photos and graphics using Adobe Creative Suite or similar software.

Creates engaging social media content across all platforms promoting Town's image and publicizing services.

Administers communication through broadcast, digital, social media, advertising, print and internet/email applications.

Maintains the Town's internal and external websites.

Seeks out new avenues to better serve all Town departments in engaging employees and citizens.

Assists in growing and maintaining various social networking sites.

Reviews and makes recommendations for hardware and software purchases.

Performs other tasks as required.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Considerable knowledge of the use and care of all audio and video equipment and supplies used in production and programming work.

Considerable knowledge of Adobe Creative Suite.

Considerable knowledge in the application of information technology to television production, social media and livestream meeting presentations.

Considerable knowledge of the operation, uses and capabilities of social media related hardware and software.

Knowledge of services and applications for creating video packages and skill in effectively using those services and applications.

Knowledge of Content Management Systems.

Knowledge of the operation, uses and capabilities of personal computer equipment.

Knowledge of word processing, spreadsheet and presentation software.

Knowledge of general office procedures, practices and equipment.

Ability to establish and maintain effective working relationships with officials, department heads, employees, general public and vendors.

Ability to manage multiple projects during stressful situations.

Ability to remain current and utilize new technologies.

Physical Requirements

Must be able to perform the physical life functions of reaching, fingering, pushing, pulling, grasping, talking, hearing and repetitive motions.

Must be able to perform light work exerting up to 20 pounds of force occasionally, up to 10 pounds of force frequently and/or constantly.

Must possess the visual acuity to inspect, analyze, and repair computers and other technology.

Minimum Education and Experience

Bachelor's degree from an accredited college or university in communications, graphic design, video production, or closely related field and progressive experience in technology, video production or graphic design, or an equivalent combination of education and experience.

Special Requirements

Possession of a valid North Carolina Driver's License