

DIGITAL MEDIA COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This confidential position is responsible for analyzing and developing media across various digital platforms to manage effective community interaction. The work involves managing effective communication methods and strategies to provide necessary information to the public. Work is performed under the general supervision of a higher level employee within the guides of Ulster County policies and procedures. Supervision is not generally a function of this class. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Researches and identifies information which may have an impact on the policies of Ulster County and reports to appropriate County official;

Manages community interactions utilizing various digital platforms;

Analyzes and recommends digital media options for projects, internal and external;

Designs media content aligned with organizational goals;

Develops effective organization communication strategies;

Developes internal and external media across various digital platforms, such as Facebook, Instagram, Twitter, Vimeo, etc.;

Develops and manages all aspects of a project from inception to completion;

Performs training and outreach across all digital platforms;

Develops written material for dissemination;

Creates and maintains various databases;

Maintains digital archives;

May perform related tasks as needed.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of the various current digital platforms for media (such as Facebook, Instagram, Twitter, Vimeo Google Analytics, MailChimp, WordPress, Squarespace, etc.); Good knowledge of effective communication methods and strategies; Good knowledge database management including its components, operation, and maintenance; ability to maintain confidentiality; Working knowledge of various aspects of local government and community; ability to manage digital archives; ability to establish and maintain effective interpersonal relationships; ability to create written communication; ability to follow complex

oral and written instructions; ability to prepare written reports; good judgement; strong problem solving skills; diplomacy; flexibility; tact; courtesy.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited college with a Bachelor's Degree and one (1) year of full-time paid, or its' part-time equivalent, communications experience utilizing various tyes of social media or substantially similar position; **OR**
- B. Graduation from a New York State registered or regionally accredited college with an Associate's Degree and three (3) years of full-time paid, or its' part-time equivalent, communications experience utilizing various tyes of social media or substantially similar position; **OR**
- C. An equivalent combination of training and experience as indicated above.

ULSTER COUNTY
2523 DIG MED CD
Classification: Proposed Non-Competitive
MGT

Adopted: February 8, 2018