

TOWN OF GRAY

POSITION DESCRIPTION

POSITION TITLE: DIGITAL MEDIA COORDINATOR

DATE CREATED/REVISED 8/3/2021

Classification: Regular Full-Time Hourly

Narrative: The Digital Media Coordinator (DMC) develops and manages content on the municipal website, social media channels, and community TV channel. The DMC creates articles, edits pictures, designs documents, ensures continuity of themes, maintains correct and current information on the website, streamlines navigation, and coordinates response to all website inquiries. The DMC also manages Gray's Community Television channel (GCTV2) and carries out all video production, broadcasting, streaming and post-production duties for the Town of Gray. This includes filming and airing live committee meetings and producing and editing videos as needed for Town staff, Town departments, and certain other Town organizations. This key position requires a steady professional with background in database management and expertise in video production.

Supervision: Supervision is provided to this position by the Director of Communications & Information.

POSITION RESPONSIBILITIES/TASKS

Illustrative Only, not all-inclusive:

WEBSITE MANAGEMENT

- Sites: Town of Gray, Recyclopedia, Assessment Data, Connected
- Daily routine updating of information to the website. Maintain/update content as required by Town of Gray department activity, ordinance/policy updates, local events, and general community information needs.
 - Outreach to the community to ensure that pertinent information from various volunteer organizations and local businesses is available on the Town of Gray website.
 - Update/maintain organizational structure of the websites to ensure that site users can easily navigate to desired content.
- Provide technical support and/or consult with Town of Gray departments and staff as needed to provide timely website content in support of the Town's objectives.
- Be the single point of contact for Town employees and committee members during regular Town office hours to provide technical support.
 - Adhere to content requirements as set forth in the Town of Gray Web Content Policy.
 - Update CMS software and peripheral modules/themes as needed.
- Social Media – Administer Town of Gray Facebook account and monitor social media accounts for all Town departments.

WEBSITE DESIGN & DEVELOPMENT

Design tasks encompass the creation and maintenance of graphics content, underlying site style (i.e. CSS) and page templates for the Town's website as well as implementing new functionality and multimedia items.

- Oversee the design of the website and maintain a consistent look and feel.
- Serve as art director for the visual and multimedia content.
- Manage and design creative aspect of website projects.
- Continued training on new and/or improved functionality for the website.
- Monitor website statistics to identify areas for improvement, and report site usage / statistics to supervisor on a monthly basis.
- Develop a budget to foster the continued growth and improvement of the website.

- Establish relationships with area businesses, tourism entities, business associations, and other media to enhance and expand website content for public relations and marketing purposes.

OTHER DATA MANAGEMENT RESPONSIBILITIES

- Annual Report – Style and compile submitted component reports into comprehensive / complete annual report document in PDF format. Publish to website.
- Job Openings – Post notices of job openings and job descriptions on municipal website, Maine Municipal Association, and other job sites as needed.
- Boards & Committees – maintain database of Board & Committee applicants, appointments, and term expiration dates. Report on current or historical terms for boards and committees
- Meeting Portal – Assist with the management of board/committee membership, distribution lists, and agenda/minutes publication on the Town of Gray meeting portal [Granicus/Peak].
- Ordinance & Policy – Update and style ordinance and policy documents as approved by Council. Maintain an archive of all previous versions. Maintain updated documents on website.
- Newsletter – Compile department and/or community news items into a monthly newsletter. Upload /distribute publication to website and social media accounts.
- Participation in and support of the Community Television Advisory Committee.
- Other Administrative & Database Management tasks as needed.

GCTV2 MANAGEMENT

- Identifies the camera, audio and lighting equipment needed for production.
- Operates all production hardware and computer editing software.
- Performs routine maintenance of audio and video equipment.
- Creates long-term equipment replacement schedules for budgeting purposes in conjunction with the Assistant to the Town Manager.
- Coordinates purchase, replacement and installation of equipment in conjunction with the Assistant to the Town Manager.
- Maintains and updates production schedules, ensuring live meetings are telecast on time and promptly posted for delayed viewing.
- Maintains backup and recovery for all broadcasts, both digitally and physically.
- Maintains digital bulletin board in an up-to-date state.
- Communicate in a timely manner with community members regarding broadcasts and programming.
- Troubleshoots problems with equipment and resolves as able, escalating to software product support when necessary.
- Ability to identify production improvements and implement creative solutions.
- Maintain current knowledge of GCTV Franchise Agreement.
- Produce videos highlighting community events and volunteer work for use at Town events and for promotional purposes.

REQUIREMENTS/QUALIFICATIONS

Education & Experience

Minimum Education Required:

☒ High School Diploma ☒ G.E.D/High School Equivalent

Minimum Education Preferred:

☒ Associate Degree ☒ Bachelor's Degree ☐ Advanced Degree

- **Prior Experience Required:**

4 years of relevant experience and/or equivalent combination of education and experience (must include experience in a video production environment)

- **Prior Experience Preferred:**

5 years of direct experience in this position, especially in a government atmosphere, or a satisfactory equivalent in the estimation of the Town.

Knowledge, Ability, Skills Required:

- Must have proficiency with MS Office suite and a working knowledge of website design and maintenance, with a preference for background with Granicus and Drupal design platform.
- Demonstrated skill with video editing software platforms, specifically Adobe Creative Suite, Premiere Pro, After Effects, Photoshop.
- Must have a working knowledge of broadcast television hardware such as soundboards, video switchers, and broadcasting software.
- Must be able to work independently and have the highest degree of judgment and discretion.
- Must be able to assist and coordinate with multiple department heads and Town staff members.
- Must be able to prioritize tasks effectively.
- Ability to work nights and weekends as required.

Knowledge, Ability, Skills Preferred:

- Proficiency with Granicus and Drupal CMS open source web software.

PHYSICAL REQUIREMENTS/OTHER

Title/Department	Communications & Information Department / Communications & Information Specialist				
Shift Length	<input type="checkbox"/> <8 hrs	<input checked="" type="checkbox"/> 8-12 hrs	<input type="checkbox"/> >12 hrs	<input type="checkbox"/> 24/7	<input checked="" type="checkbox"/> On call
Shift Type	<input checked="" type="checkbox"/> Days	<input checked="" type="checkbox"/> Nights	<input checked="" type="checkbox"/> Evening	<input type="checkbox"/> Rotating	
Lifting/Carrying	NEVER 0 hours	RARELY <10 minutes/shift or up to 1 hour per week	OCCASSIONALLY up to 1/3 shift	FREQUENTLY 1/3-2/3 shift	CONSTANTLY >2/3 of shift
0-10 lbs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10-25 lbs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-50 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-100 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
>100 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Typical distance carried:	<input checked="" type="checkbox"/> within area		<input type="checkbox"/> between areas		<input type="checkbox"/> throughout facility
Postures/Tasks	NEVER 0 hours	RARELY <10 minutes/shift or up to 1 hour per week	OCCASSIONALLY up to 1/3 shift	FREQUENTLY 1/3-2/3 shift	CONSTANTLY >2/3 of shift
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ladders	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach/lift above shoulders	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach/lift below knees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneel/Crawl	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grasp with hands	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mousing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cognitive Demands/Sensory Requirements					
<input checked="" type="checkbox"/> See	<input checked="" type="checkbox"/> Hear		<input checked="" type="checkbox"/> Distinguish color		
<input checked="" type="checkbox"/> Work in diminished lighting	<input checked="" type="checkbox"/> Make critical decisions		<input checked="" type="checkbox"/> Perform in fast-paced environment		
<input checked="" type="checkbox"/> Speak	<input type="checkbox"/> Work at a set pace/rate		<input checked="" type="checkbox"/> Remember accurately		

<input checked="" type="checkbox"/> Work under deadlines	<input checked="" type="checkbox"/> Perform multiple tasks	<input checked="" type="checkbox"/> Work independently
<input checked="" type="checkbox"/> Understand verbal instructions	<input checked="" type="checkbox"/> Understand written instructions	
<input type="checkbox"/> Other:		

Acknowledgement:

I have received a copy of this position description, along with requirements/qualifications, and having reviewed it, agree with its description and requirements and understand that it is the basis for my performance and evaluations.

Name of Employee: _____ Date: _____

Name of Supervisor: _____ Date: _____