



CLASSIFICATION TITLE: Multimedia Coordinator	JOB NUMBER: 7028	AFFILIATION: Unaffiliated (Non-Union)
REPORTS TO: Communications and Marketing Manager	PAY GRADE: 18	FLSA STATUS: Non-Exempt

GENERAL SUMMARY

Performs intermediate technical work planning, organizing, and implementing the creative multimedia aspects of the municipal governmental video communications, to include content for website, social media, Public, Educational and Governmental (PEG) television programming and related work as apparent or assigned. Work is performed under the limited supervision of the Communications and Marketing Manager (supervisor).

CORE VALUES

All employees are expected to model and foster the City of Richland's core values in the performance of their duties and their interactions while representing the City. The values of *Teamwork*, *Integrity*, and *Excellence* promote and maintain a high level of morale and productivity, and are the tie that binds all City employees together, across all functions.

ESSENTIAL JOB FUNCTIONS

To be successful in this position, an individual must be able to perform each essential function satisfactorily. Additional duties of a similar nature and level may also be assigned. The City may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.

- Creates programming for government access channel and social media platforms; creates internal and external marketing and training programs for all departments; broadcasts municipal meetings.
- Manages filming and publishing of all applicable municipal meetings declared open and public per the Open Public Meetings Act (OPMA).
- Monitors Cable Communications budget, recommends purchases, works with vendors to design and implement installations.
- Works with the City Attorney and Communications and Marketing Manager to oversee the Charter Cable Franchise Agreement and related cable capital equipment funds.

- Prepares estimates of production expenses and maintains accurate records of such expenditures; develop production schedules and arrange for field locations, equipment and personnel.
- Plans, develops and produces multimedia programs for educational, public information, and training purposes.
- Creates content including video and other multimedia to promote all departments within the City.
- Conducts subject matter research in order to collect and determine information of most importance to intended audience; develop script materials including scene progression, action sequence, dialogue, narration and sound effects.
- Works with Communications Graphic Designer to prepare graphics for production as needed.
- Provides coaching, training and oversight to the Multimedia Assistant.
- Maintains a library of municipally produced programs and other outputs; prepares and maintains records, reports and files related to the program operations and related activities.
- Maintains and repairs broadcast and AV related equipment.
- Obtains and maintains license to fly Elevated Camera System per FAA requirements.
- Assists all departments with communications projects and media needs.
- Assures compliance with broadcast laws and standards.

KNOWLEDGE, SKILLS AND ABILITIES

The requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform the essential functions of the position.

Knowledge of:

- Applicable Federal, State, and local laws, rules, codes and regulations related to assigned activities.
- Broadcast laws and standards.
- Policies and objectives of City's cable franchise and cablecasting program.
- Modern office practices, methods, procedures and equipment.
- Record-keeping principles, procedures and techniques.
- Public speaking techniques.
- Basic research methods.
- Technical operation, use and care of video and cablecasting equipment.
- Video production, including scripting, casting, filming and editing.
- Social media including, websites, Facebook, YouTube and others.

Skills and abilities to:

- Select, operate and maintain video filming, editing, production and broadcast playback equipment.
- Demonstrate proficiency in the use of technical equipment associated to broadcast communications and video production, and clear understanding and use of social media to expand program reach.
- Understand basic municipal issues.
- Input and maintain accurate records.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise and understandable manner to intended audiences.
- Operate a variety of modern office equipment and personal computers using standard or customized software application programs to assigned activities.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or direction, set priorities and meet deadlines.
- Operate modern office equipment including personal computer equipment using standard or customized software application programs appropriate to assigned tasks.
- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines.
- Establish, maintain and foster positive and effective working relationships with those contacted in the course of work.
- Provide continuous effort to improve operations and work cooperatively and jointly to provide quality customer service.

SPECIAL REQUIREMENTS

- Valid driver's license.
- Obtain license to fly Elevated Camera System per Federal Aviation Administration (FAA) requirements within six (6) months of hire and maintain throughout employment.

EDUCATION AND EXPERIENCE

High school diploma or GED and five (5) years of experience in broadcast communications, public relations or video production.

COMPETENCIES

Foundational

- Use Technical/Functional Expertise: Displays an appropriate depth of knowledge and skills as required for the position and commensurate with the time in class. Uses technology as appropriate for the position. Seeks additional knowledge and information to continually enhance knowledge in areas of specialty.
- Be Accountable for Performance: Actively shows responsibility, reliability, and trustworthiness. Ensures work and information are complete and accurate. Admits mistakes and looks for ways to improve. Models self as dependable and reliable. Follows up with others to ensure agreements and commitments have been fulfilled. Values the importance of team and organizational success. Independently takes action to influence events, to improve own or organizational performance and to promote the goals of the organization.
- Provide Excellent Customer Service: Anticipates, assesses, and responds effectively to the needs of diverse customers, both internal and external, providing consistently excellent service that is timely, accurate, courteous, and respectful.
- Communicate Effectively: Uses verbal and written skills effectively to ensure that information is successfully shared throughout the organization. Relates well to a range of people. Shows sensitivity to the needs of others. Demonstrates ability to build rapport and facilitates mutual understanding.
- Work Safely: Knowledge and application of relevant safety requirements that apply to the specific work being done. Recognizes and mitigates safety hazards on the job. Observes rules and regulations to comply with personal and workplace safety standards. Works to create a hazard-free, accident-free environment.

PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This work requires regular and punctual attendance at the office or other assigned locations; work frequently requires exertion of up to 25 pounds of force and occasional exertion of up to 50 pounds of force; work regularly requires speaking or hearing and using hands to finger, handle or feel and occasionally requires standing, walking, sitting, climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and detailed or loud talking to convey detailed or important spoken instructions to others accurately, loudly or quickly; hearing is required to receive detailed information through oral communications and/or to make fine distinctions in

sound; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).


Authorization (for Archive)

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job classification does not constitute an employment agreement between the City of Richland and any employee and is subject to change by the City as the needs of the City and requirements of the job change.



Human Resources Director



Date

Department Head

Date



City Manager or Authorized Designee



Date