

MEDIA SPECIALIST DUTIES AND RESPONSIBILITIES

SUMMARY: Under the general direction and supervision of the Library Director, the Media Specialist is responsible for the ongoing management and growth of the City's communications strategy across social media platforms, public relations, and internet presence in alignment with the City of Mercedes' mission and goals.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

1. Assist with coordinating external media requests and maintaining a positive relationship with local media and stakeholders.
2. Assist City Department Heads with internal marketing requests.
3. Brainstorm ideas with Supervisor and other City Departments to develop a strategic plan for producing media content that advances the City's mission and aligns with its goals.
4. Assist with promotion and coordination of yearly city events such as Winter Wonderland, Skyfest, and Job Fair to include but not limited to press releases, press conferences, marketing campaigns, sponsorship requests, and budgeting.
5. Assist with the promotion and coordination of special events such as ribbon cuttings/ground breakings to include but not limited to press releases, press conferences, and marketing campaigns.
6. Assist with providing critical emergency information to the public during natural disasters or other emergencies.
7. Manage City social media platforms such as Facebook, Instagram, and the City Website/Event Calendar.
8. Lead the creation and publishing of all relevant, original, high-quality content for city marketing platforms in all print and digital formats. This includes, but not limited to, videos, photos, status updates, informational graphics, posters, and road-side boards.
9. Performs other similar or related duties as assigned by Supervisor.

SKILLS AND QUALIFICATIONS:

1. Requires a minimum Bachelor's degree (BA/BS) in marketing, communications, journalism, public relations, graphic design or a related field.
2. A minimum of 1 year of experience in a related field is preferred.
3. Job requires a current, valid Texas Class C driver's license.
4. Standard pre-employment screening and background clearance is required.
5. Experience with maintaining a social media presence is preferred.
6. English and Spanish bilingual communication skills are preferred.
7. Must have strong organizational skills to meet various deadlines.
8. Must have working knowledge of common computer applications and use of the Internet.
9. Must have a familiarity with Canva, Adobe Creative Cloud, and/or other content creator software for digital and print formats.
10. Must have clear, concise oral and written communication skills.

11. Must exemplify professional employee characteristics exhibiting ethical standards, punctuality, excellent attendance, a strong work ethic and a courteous, conscientious and generally businesslike manner in the workplace.
12. Must be able to meet departmental goals and objectives, job responsibilities and essential job duties.

PHYSICAL REQUIREMENTS

Performs light to medium work that involves walking, standing, lifting and pushing up to 50 pounds, squatting, bending and stretching most of the time. Will occasionally work in an outdoor environment and be exposed to extreme heat or cold temperatures.

ADDITIONAL INFORMATION:

1. Employee will be required to work beyond normal business hours at night and/or on weekends during events and disasters.
2. A portfolio or samples of work should be submitted along with resume.

The above duties describe the chief functions of the job and are not to be considered a detailed description of every duty of the job, as there may be other duties as assigned.

This job description illustrates typical job duties and type of work that is customarily assigned and performed in this position. However, this job description does not represent every aspect of the job nor does it guarantee permanent employment, as all positions with the City of Mercedes are employment at will positions. Job descriptions are subject to periodic update. Immediate modifications may be made to include corrections on standard wages or salaries if necessary. The City reserves the right to change work assignments, work schedules and other aspects of a job. Official job descriptions are maintained and available from the Human Resources Department. The City of Mercedes is an Equal Employment Opportunity Employer