



Job Description

Media Specialist

Updated 4/2016

Title: Media Specialist

Reports to: Economic Development Manager

FLSA Status: Non-Exempt

Department: Economic Development

Summary: The Media Specialist is responsible for assisting with audio-visual services and graphic design. Responsibilities also include media collection of town operations, and the day to day monitoring of content management of the town's Web site, social media and other periodic publications regarding town business.

Essential Duties and Responsibilities:

Essential duties can include the following:

- Assists with updating Town's website.
- Designs informational materials (Proficiency in Adobe Creative Suite).
- Maintains comprehensive logs and data reports including but not limited to master mailing list for the Town of Bennett (Proficiency in Excel).
- Assists with the coordination of various projects within the Town including but not limited to special events.
- Composes and types routine and special correspondence.
- Organizes and maintains file system.
- Answers and filters manager's telephone calls, and arranges meetings and conference calls via email software.
- Utilizes email software.
- Keeps office spaces in order, organized, and routinely suggests or implements improvements.
- Other duties as assigned.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

- *Problem Solving* - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations.
- *Project Management* – Assists in coordinating projects.
- *Technical Skills* - Pursues training and development opportunities; Strives to continuously build knowledge and skills.
- *Customer Service* - Responds promptly to customer needs; Responds to requests for service and assistance; Meets commitments.
- *Interpersonal* - Maintains confidentiality; Remains open to others' ideas and tries new things.

- *Oral Communication* - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- *Team Work* - Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone's efforts to succeed.
- *Written Communication* - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- *Quality Management* - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- *Organizational Support* - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.
- *Strategic Thinking* - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
- *Adaptability* - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- *Attendance/Punctuality* - Is consistently at work and on time; Ensures work responsibilities are covered when absent.
- *Initiative* - Volunteers readily; Asks for and offers help when needed.
- *Innovation* - Displays original thinking and creativity; Generates suggestions for improving work; Develops innovative approaches and ideas.
- *Professionalism* - Reacts well under pressure; Accepts responsibility for own actions; Follows through on commitments.
- *Quality* - Demonstrates accuracy and thoroughness; Monitors own work to ensure quality.
- *Quantity* - Completes work in timely manner.
- *Safety and Security* - Observes safety and security procedures.

Education/Experience:

Associate's degree (A. A.) or equivalent from a two-year college or technical school with 2-3 years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have proficient knowledge of Adobe Creative Suite, Microsoft Word, Excel, PowerPoint; Email Systems; Website software; and Internet.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 10 pounds. While performing the duties of this Job, the employee is regularly required to sit.