

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Vacant

Work Phone: 261-9642

2. Class Title (i.e. payroll title):

Information Technology Specialist 4

3. Working Title (if any):

Digital Media Manager

4. Name & Class of First-Line Supervisor:

Herb King

Work Phone: 267-4911

5. Department, Division & Section:

Information Technology Network Operations Section

6. Work Address:

210 MLK Jr. Blvd. Room 525 City-County Bldg., Madison

7. Hours/Week: 38.75

Start time: 9:00 a.m. End time: 5:30 p.m.

8. Date of hire in this position:

June 2004

9. From approximately what date has employee performed the work currently assigned:

December 2007

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10. Position Summary:

This is a professional supervisory-level position in leading a team in the planning, design, review, configuration, programming, management and support of the City's television station, Madison City Channel, and the City's digital media. Provide guidance and consultation to internal city staff including Department and Division heads, the Mayor's and Council offices, managers as well as consultation for external customers/entities. Participate in making policy and setting direction with Madison City Channel, digital media, and media and audiovisual systems design for the City of Madison. Provide leadership, supervision, work review, evaluation, training and mentoring for the team. Participate in hiring and promotion decisions.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

25% A. Madison City Channel and digital media

1. Develop, plan and monitor strategic direction of Madison City Channel

2. Develop and maintain technical architecture for Madison City Channel
 3. Develop policies and guidelines for video coverage, playback stations, equipment purchases, outreach and public-facing applications
 4. Ensure adherence to policies and guidelines
 5. Determine methods of video and digital media integration with website, social media, outreach, and public-facing applications with consultation from Web Team Manager
 6. Determine which digital media platforms will be utilized
 7. Ensure adherence to Federal, State, and local laws and guidelines
 8. Manage enterprise-wide streaming video and audio-visual services
- 30% B. Staff Supervision, leadership
1. Facilitate Staff Meetings
 2. Manage Annual Individual Meetings
 3. Perform employee development reviews
 4. Approve staff paid and non-paid leave
 5. Schedule meetings and meet with Agencies as needed for specific projects
 6. Overall team project management
 7. Assign and manage resources for projects within the team
 8. Represent Technical Services Division and the IT Department
 9. Attend Department management meetings
- 5% C. RFP Review for specific Projects
1. Assist with drafting and review of RFP's specific to IT
 2. Provide input on vendor selection
- 20% C. Media and Audiovisual Systems Design Consultation and Support
1. Work with City Engineering and other City staff, consult with engineers and architects to develop media and audiovisual plans and develop specifications for specific public works projects.
 2. Work with contractors to ensure compliance with plans and specifications.
 3. Collaborate with City Engineering and other Agencies to develop standard specifications for media and audiovisual systems and equipment in all public works projects.
 4. Participate with City Engineering and Purchasing agencies on developing requests for bids or proposals for audiovisual projects. Evaluate and review proposals for audiovisual projects.
 5. Design and develop implementation and support plans for audiovisual systems including video, audio, and presentation capture, monitoring, routing, and recording, sound reinforcement, audiovisual device control, videoconferencing, and IP television.
 6. Perform site surveys and recommend specify models and locations of IP security cameras.
 7. Design media production, editing, encoding, storage, and distribution systems for use by the Media Team.
 8. Oversee the installation and maintenance of equipment and software for Media Team production, editing, encoding, storage, and distribution systems.
 9. Troubleshoot and diagnose problems with systems and components and determine appropriate service solutions and work with service providers where maintenance agreements exist.
 10. Create and update system schematics and collect and organize user manuals and other documentation.
- 15% D. Project Management
1. Meet with customers to determine business need and constraints
 2. Evaluate processes and products for technical and security considerations
 3. Determine budget for projects
 4. Determine staffing and ongoing support requirements
 5. Develop timeline for implementation in cooperation with customer and affected parties.
 6. Coordinate with other IT teams as required for projects

7. Schedule and document all website changes
8. Provide education to IT staff and customer by way of in-person discussions and written documentation.
9. Ensure quality assurance and testing is performed
10. Monitor project budget and approve payments to vendors
11. Conclude project and provide long term system support

5% E. Administrative

1. Include racial equity and social justice (RESJI) considerations in projects and initiatives
2. Attend training on APM 3-5, Implicit Bias and RESJI topics as assigned by your supervisor
3. Recordkeeping
4. Prepare status reports and other communications
5. Attend technical training, read industry publications, and keep current in technologies
6. Other duties as assigned

12. Primary knowledge, skills and abilities required:

Thorough knowledge of video and broadcast equipment and systems, including system design, installation, maintenance, operation and management.

Thorough knowledge of analysis, design, development, and maintenance of digital media;

Thorough knowledge of Methods, principles, and practices of effective conflict resolution;

Thorough knowledge of supervisory principles, and practices;

Working knowledge of principles and practices of governmental budgeting and purchasing procedures and practices.

Ability to manage the work of staff and consultants at a variety of technical skill levels.

Ability to learn computer software packages and adapt for specific user application quickly and effectively.

Ability to plan for system scalability, growth, and budget requirements.

Ability to train and provide work direction to others.

Ability to communicate and work effectively with users, department staff, City officials, vendors, and consultants.

Ability to work in a team environment.

Ability to plan and organize work. Ability to meet project schedules and timelines.

Ability to speak effectively and present information before groups of employees, managers, or officials.

Ability to work effectively on several projects concurrently.

Ability to develop and implement missions, strategic goals, and objectives for the team.

Ability to work well under pressure.

Ability to develop realistic estimates, establish realistic schedules and meet deadlines on a consistent basis.

Ability to: communicate effectively in writing and orally, work independently, manage multiple projects on an ongoing basis.

Ability to plan and prioritize work assignments.

Ability to facilitate projects, recommend change and communicate methods.

Ability to work with both users and project team members to resolve problems in a timely and effective manner.

Ability to develop and maintain effective working relationships with internal staff and staff of other agencies.

Ability to effectively participate in team efforts to improve/develop departmental programs and services.

Ability to exercise judgment and discretion in completing assigned tasks.

Ability to determine customer needs and define the scope of projects.

Ability to maintain adequate attendance.

13. Special tools and equipment required:

None

14. Required licenses and/or registration:

None

15. Physical requirements:

None

16. Supervision received (level and type):

General Supervision

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.