

CITY OF MADISON POSITION DESCRIPTION

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

Vacant

Work Phone: 261-4010

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

Graphics/Social Media Specialist

3. Working Title (if any):

Graphics/Social Media Technician

4. Name & Class of First-Line Supervisor:

Bill Zeinemann

Work Phone: 261-4010

5. Department, Division & Section:

Monona Terrace – Marketing

6. Work Address:

1 John Nolen Drive

7. Hours/Week: 38.75

Start time: 8am End time: 4:45pm

8. Date of hire in this position:

NA

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

NA

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10. Position Summary:

This is skilled computer graphics work, web site content maintenance, paid search program maintenance, and social media page content maintenance and social media communications for Monona Terrace Community and Convention Center. Work is performed independently for different work groups within the department including sales, community relations and the gift shop. The work involves the exercise of judgment, discretion and initiative. The work also involves independently planning and executing multiple projects simultaneously. Work is performed under the general direction of the Associate Director – Marketing and Event Services.

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

25% A. Graphic Art Design Projects

1. Prepare flyers, posters, holiday cards, brochures, invitations, mass e-mail marketing communications and related visual communications for both print and on-line use.
2. Use graphics programs to create designs and rework existing designs.

3. Organize and maintain information and resources for graphics, publications, and marketing.
4. Resize and reformat photos.
5. Occasionally take photos and video of various Monona Terrace events and activities for web site, social media and brochure use.
6. Select original photographs, videos, and stock photography for web and print materials use. Repurpose materials for web publishing where needed.

25% B. Social Media Content Management and Design

1. Create and post/tweet to all applicable social media outlets in accordance with the Monona Terrace social media calendar.
2. Monitor web site and social media analytics. Monitor the performance of paid search efforts (such as Google AdWords). Create reports to guide decision making
3. Post news, announcements, images, and press releases as requested.
4. Edit and upload video segments for Monona Terrace social media use.
5. Maintain and expand existing social media channels used by Monona Terrace such as Facebook, LinkedIn, Google+, Pinterest, Instagram, and Monona Terrace's blog.

25% C. Web Content Management and Design

1. Manage and Design content for www.mononaterrace.com site.
2. Select original photographs, videos, and stock photography for web and print materials use.
3. Repurpose materials for web publishing where needed.
4. Proofread and edit publications where needed.
5. Edit and upload video segments for Monona Terrace web site use.
6. Monitor web site and social media analytics. Monitor the performance of paid search efforts (such as Google AdWords). Create reports to guide decision making

15% D. Maintain active engagement in Graphics and Social Media and Web design standards

1. Keep current on graphic standards, trends and processes by reviewing blogs, webinars, and seminars.
2. Actively engage in social media networking opportunities within the community.
3. Keep current on Adobe software used on PC.
4. Research and recommend expansion into any additional social media channels consistent with the mission and goals of Monona Terrace.

10% E. Other Duties as assigned

12. Primary knowledge, skills and abilities required:

Strong organizational skills and broad knowledge of office procedures.

3 years of experience working with strategies and design of web and social media communications.

Working knowledge of graphic design for print and for web, and current computer-based graphic design software including Adobe Illustrator and Photoshop.

Working knowledge of photography (resolution, RGB color space) and ability to edit and resize photos.

Working knowledge of how to shoot, edit and upload video segments for social media and web site use.

Experience with a content management system and/or WYSIWYG editor experience.

Working knowledge of analytic tools (e.g., Google Analytics).

Broad understanding of social media concepts and best practices.

Demonstrated experience with major social media platforms.

Experience with HTML coding and web-based software, including imaging software, Adobe Photoshop (in a PC environment), and MS Office Suite.

Knowledge and competency in video platforms desirable.

Ability to manage multiple projects and tasks.

Ability to work independently, exercise great attention to detail, and establish priorities to meet tight deadlines.

Ability to execute graphic designs to accomplish communication goals.

Ability to accurately make requested copy and design changes.

Ability to communicate effectively both in writing and orally.

Ability to establish and maintain effective working relationships and work as a team member.

Ability to maintain adequate attendance

13. Special tools and equipment required:

NA

14. Required licenses and/or registration:

NA

15. Physical requirements:

Must be able to sit at a desk and walk for extended periods of time

16. Supervision received (level and type):

Under the general supervision of the Associate Director of Marketing and Events.

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.