



## Job Description

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<b>Position Title:</b>	<b>Associate Manager, Digital Media Producer</b>
<b>Classification:</b>	Associate Manager
<b>Pay Grade:</b>	Level 9
<b>Department:</b>	Communications and Marketing
<b>Employment Status:</b>	At-Will
<b>Position Reports To:</b>	Director of Communications and Marketing
<b>Positions Supervised:</b>	No supervision exercised
<b>Judgment Exercised:</b>	Exercises standard independent judgment
<b>Overtime Status:</b>	Exempt

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### Position Summary

Responsible for working cross-departmentally to develop and produce a wide variety of website and social media content including, but not limited to, written copy, photographs, videos, graphics, infographics, lists, polls, and live video to effectively engage and educate our digital audiences.

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### Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Manages digital media strategy for Cal Cities and Western City magazine to increase visibility and effectiveness of Cal Cities' priorities.
- Develops/manages social media editorial calendar in line with overall communications editorial calendar.
- Produces and aligns website management strategies and social media strategies with broader marketing and communications strategies.
- Collaborates with Cal Cities Teams (Public Affairs, including divisions, Education, Legislative, Legal) to source relevant content, coordinate timing, identify target audience, and post to social media platforms.
- Writes, edits, publishes, and shares daily engaging text, images, and videos that build meaningful connections and encourages members and partners to take action (includes newsletter story posting on social media; coverage of speaking events; education conferences).
- Creates and produces infographics and videos for social media, amplifying Cal Cities messages and priorities.

- Moderates social content and facilitates online conversations with membership, stakeholders, and responds to online queries.
  - Analyzes social media statistics to build on success of Cal Cities and Western City magazine social media engagement.
  - Measures web traffic, monitors search engine optimization, and recommends improvements based on findings.
  - Updates and manages social strategy based on research of target audience preferences, best practices, and trends.
  - Monitors social media presence of groups opposing Cal Cities and recommends response strategy.
  - Manage the Cal Cities and Western City website strategy, updating content and coordinating updates by others, and assess need to update functionality.
  - Develops and manages approved-use photo and video library for use by Cal Cities staff
  - Researches, develops, and manages future podcast for Cal Cities.
  - Works beyond the League's normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties and accomplish tasks and goals.
  - Travel as needed to perform duties and advance organization goals and objectives.
  - Performs other duties as required.
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## Job Qualifications

### Knowledge/Skills:

- Excellent communication, analytical, and problem-solving skills.
- Exceptional copywriting skills for social media, email marketing, and web content.
- Ability to craft messages for intended audiences and deliver exceptional creative content in text, images, and videos.
- Creative and innovative thinker with a superior attention to detail and ability to multitask as a member of a fast-paced, data-driven team.
- Solid knowledge of word processing, design software, video editing applications, website content management systems, SEO, keyword research, and Google Analytics.
- Basic photography and videography skills.
- Familiarity with web design.
- Plan, direct, and manage competing demands, projects, assignments, and responsibilities simultaneously.
- Must be able to build relationships and engage others in communications as necessary.
- Maintain positive relations with staff members, Cal Cities' members, third party vendors, the media, and outside contractors.
- Demonstrate effective organizational, planning, and project management skills.
- Ability to blend attractive design and high functionality in all projects.
- Excellent oral and written communications skills, including the ability to articulate complex messages to a diverse constituency.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Sustain a positive, "can-do" attitude and commitment to customer service for both internal and external customers.
- Respond immediately to changes, demands, and workload in a positive and pleasant manner.
- Establish and maintain effective work relationships with those contacted in the performance of required duties.

- Be self-supervising and independently follow through on necessary tasks.
- Perform duties with professionalism, both individually and as a member of a team.
- Travel as needed to perform duties and advance organization goals and objectives.

### **Experience and Training**

Bachelor’s degree in English, communications, marketing, media, journalism, or related field. Three (3) years of progressively responsible experience with demonstrated success in writing for websites, social media, email marketing, and preferably video scripts or a combination of education and experience which provides the required knowledge, skills, and abilities. Prior experience with analytic and digital media production tools such as Google Analytics, Adobe Suite, Lumen 5, Canva, etc. Prior experience with website content management systems, such as WordPress, Drupal, Sitefinity.

### **Physical Demands and Work Environment**

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Infrequent automobile and airline travel required in normal course of job performance.

### **Equipment Used**

Computer, keyboard, mouse	Copier	Scanner
Fax machine	Telephone	Smart Phone
Camera	Current office applications	