



City of Tempe

VIDEO & DIGITAL COMMUNICATION SPECIALIST

JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	255	<i>Department / Office:</i>	Communication & Marketing
<i>Supervision Level:</i>	Non-Supervisor	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Video & Digital Communication Specialist
<i>Safety Sensitive / Drug Screen:</i>	Yes	<i>Physical:</i>	No

Click [here](#) for more job classification information including current salary range.

REPORTING RELATIONSHIPS

Receives direct supervision from the Communication & Marketing Director.

Exercises functional and technical direction over freelance / contract employees.

MINIMUM QUALIFICATIONS

<i>Experience:</i>	Three (3) years of experience in any of the following areas: still photography, video shooting and editing, social media/website video content creation, using digital editing software programs such as Adobe Creative Cloud applications, DSLR systems and/or digital image processing. Experience in a brand-focused government, corporate, nonprofit settings and/or in broadcast journalism is preferred.
<i>Education:</i>	Bachelor's degree from an accredited college or university with major course work in journalism, mass communication, film/TV production, public relations, marketing or related degrees.
<i>License / Certification:</i>	<ul style="list-style-type: none"> ● Possession of a valid driver's license. ● Unmanned Aircraft Systems (UAS) Remote Pilot Certification Training for drone video and photography is preferred.

ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To perform a variety of complex administrative and technical duties involved in the coordination, production and distribution of video productions and still photography relating to the city's public relations, communications, marketing, special projects and events.

OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Create and post promotional videos and take photos for social media, websites, Tempe 11 cable and/or YouTube channel and other uses; manage content and appearance of all city sites; monitors usage of Tempe 11 YouTube channel.
- Collaborate with city Public Information Officers (PIOs) and internal clients to plan and execute creative videos. Assist in choosing and booking locations.
- Produce quick, in-the-moment videos, utilizing animation, graphics and motion graphics software, that reflect positively on the city's brand; tell stories, both long-form and very brief, with tight deadlines.
- Transport and set up equipment for studio and location productions. Produce, or assist in the creation of, city podcasts.
- Train other city staff, as needed, in appropriate, communication division-approved video production work for programs, events, facilities and issues. Assist internal clients with the use of other digital tools, such as video-enabled facility marquee signs and website homepage featured videos.
- Produce on-hold audio recording for city phone system.
- Analyze analytics of video viewership and make recommendations about future productions and approaches.
- Staff and produce live meetings, programs and press conferences.
- Produce, film and broadcast live City Council meetings, Boards and Commissions meetings, speeches, awards programs, etc.; incorporate use of teleprompter systems at relevant events and work with keynote speakers to maximize their use; and perform post-production activities for these occasions.
- Utilize live-streaming capability to stream events on social media in real time.
- Maintain delivery and administration of the Tempe 11 cable channel.
- Schedule, provide functional direction, and process payments for freelance contractors for coverage of meetings, events and other productions.
- Work with third-party contractors and vendors for software, equipment, live captioning and other needs; manage the technical/broadcast needs for the City Council Chambers, including camera, sound and lighting equipment; advise on equipment use and needs. Work with division manager and Procurement on bid specifications and recommendations.
- Maintain the city's contracted TV market news monitoring/recording/clipping service.
- Generate the channel's program guide and schedule programs. Program information for display on the Tempe 11 Bulletin Board.
- Perform minor maintenance on Tempe 11 equipment, as needed; coordinate purchases and maintenance/repairs of video production and editing equipment.
- Monitor use of the portions of the division budget for equipment and contract employees.
- Maintain video and digital image libraries.

- Operate a variety of analog and digital equipment, such as lighting instruments, microphones, mixers, video cameras, signal measurement processors, character generators and non-linear editors.
- Perform related duties as assigned.

COMPETENCIES

<i>CLASSIFICATION LEVEL</i>	<i>INCLUDES</i>	<i>COMPETENCIES</i>
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<p><i>For more information about the City of Tempe's competencies for all classifications:</i> City of Tempe, AZ : Competencies</p>		

JOB DESCRIPTION HISTORY

Effective September 1999

Revised September 2005 (update duties and MQs; Exempt status)

Revised November 2011 (update duties and MQs; Job Title Change)

Revised June 2012 (updated duties and MQ's; Job Title Change)

Revised July 2021 (updated duties and MQ's; Job Title Change)