



CITY OF OVERLAND PARK - POSITION DESCRIPTION

TITLE:	Supervisor, Digital Communications	BAND/LEVEL:	PROF IV
DEPARTMENT:	City Manager	JOB NO:	2690
DIVISION:	Communications	DATE:	03/16/2021
REPORTS TO:	Digital Communications Manager	FLSA STATUS:	Exempt
FT/PT/SEASONAL:	Full-time	COST CENTER:	122
REPLACES:	N/A	LAST REVISED DATE:	01/01/2019

JOB SUMMARY STATEMENT: Manages, updates and maintains city’s website (www.opkansas.org); to include researching, developing, maintaining and updating policy and strategic plan for city’s website; works with all city departments to provide latest and accurate information on opkansas.org; manages and directs Digital Communications Assistant on updates for city’s social media sites; oversees implementation of strategic plan and campaigns for city’s social media sites; writes news releases, speeches and other material. Works with media, elected City Council Members and appointed officials, senior management team members, and city staff members. Attends public engagements and assists with coordination and multimedia opportunities. Assists with public information during citywide emergencies and incidents.

DUTIES AND RESPONSIBILITIES:

1. Creates and maintains website content based on input from content owners. Works with owners to ensure message accuracy; edits content from providers; develops, locates and selects appropriate multimedia content (e.g., images, animations, music and video) and formats for web use. Stays abreast of social media trends, best practices and technologies.
2. Writes and edits content for city’s website and email using engaging style and tone appropriate for city’s various audiences. Manages multimedia content such as podcasts and videos to enhance the city’s website. Monitors city’s website for acceptable performance and user accessibility. Seeks feedback for website improvements and enhancements.
3. Attend city meetings and events, assist with public information during citywide events, respond to city emergencies, weather events, incidents and performs duties, as required.
4. Directly manages digital communications assistant.

GENERAL QUALIFICATIONS

EDUCATION & SPECIAL LICENSE(S)/CERTIFICATIONS:

- Bachelor's degree in digital communications, public relations, communications, public affair, multimedia.

EXPERIENCE:

- Minimum two years experience with web content creation, including text, photo and video; social media content creation for a business or organization.

SKILLS:

- Analytical skills, including research skills, ability to interpret data, ability to conceptualize, ability to analyze information, and ability to write formal recommendations based on findings.
- Attention to detail.
- Basic mathematical and accounting skills.
- Computer software - desktop publishing skills.
- Computer software - spreadsheet skills.
- Computer software - web page maintenance skills.
- Computer software - word-processing skills.
- Computer software - other (specify): Programs that allow for editing of photos, video, audio
- Facilitation skills, including curriculum/agenda development, marketing skills, ability to help group's focus, ability to use group decision-making to gain commitment, and/or ability to encourage participation.
- Human Relations/Interpersonal skills.
- Leadership skills, including strategic planning skills, goal-setting skills, assessment skills, collaboration skills, and complex decision-making skills.
- Project management skills, including organization, coordination of duties, and/or accomplishment of goals.
- Working knowledge of public sector administration.
- Public speaking/presentation skills.
- Supervisory skills, including motivation, delegation of duties, evaluation, etc.

MENTAL REQUIREMENTS:

- Ability to meet deadlines.
- Diplomacy and judgment.
- Ability to train and guide others.
- Ability to recognize and protect confidential information.
- Ability to prioritize multiple tasks.
- Ability to carry out assignments through oral and written instructions.
- Ability to work independently.
- Ability to work in a hectic environment with many interruptions.
- Ability to analyze and recommend possible solutions.
- Ability to learn and understand PC software applications.
- Alpha and numeric recognition.

PHYSICAL REQUIREMENTS:

- Ability to make and receive phone calls.
- Ability to identify and distinguish colors.
- Ability to operate City vehicles.
- Hand and eye coordination adequate to input computer and typewriter.
- Exposure to extreme temperatures.

SUPERVISORY RESPONSIBILITY (Direct & Indirect):

- Direct:
 - Digital Communications Assistant.

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.