

DIGITAL CONTENT ANALYST

DEFINITION

To perform professional duties in support of City marketing and communications activities including generating and producing digital content through video, audio, photography, and motion graphics for use on digital platforms including website, social media and government access television channel; to serve as digital media advisor; and to provide professional marketing support to assigned management.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned management or supervisory staff.

Exercises direct supervision over technical and/or administrative support staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Consult and collaborate with departments on various projects in order to develop a video/photo strategy that is aligned with the City brand and meets the City's marketing/communication goals.

Serve as the City's digital media advisor, developing all aspects of storytelling through the use of images, video, and music; collaborate with departments on outlines, scripts, and storyboards for video packages.

Ensure the capturing, recording, and transmitting of digital media productions, video and/or images.

Create high-visibility projects including, but not limited to, social media content development, internal presentations, paid digital and television advertisements

Collaborate in developing and marketing digital services to internal and external clients to create visual content, including video and images and provide best practices standards that foster photographic and video excellence.

Stay abreast of new trends in content and technology in the editing, motion graphic, and video production communities; identify ways to implement such trends/technologies.

Maintain proper organization of all physical and digital projects, files and assets.

Operate and oversee live television broadcasts and web streams of City Council and board/commission meetings, events, and emergency situations; oversee use and maintenance of audio-visual components of the City Council Chambers and control room for internal and external use.

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Operate video and audio equipment, cameras, lights, and video editing systems for televising and recording meetings and events; provide audiovisual support for live events and external facing meetings.

Serve on a variety of City committees; attend meetings and make presentations to City Council, staff, and other organizations.

Plan, prioritize, assign, supervise and review the work of assigned personnel related to program activities.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of pre- and post-production editing.

Digital marketing channels and platforms.

Methods of effective storytelling and presentation.

Principles and practices of marketing, advertising, public relations, market research and analysis.

Principles and methods of project management.

Advanced use of social media tools.

Design principles and branding.

DSL and mirrorless cameras, field, studio and post production equipment including lighting and audio.

Current marketing and advertising principles and practices.

English usage, spelling, punctuation, and grammar.

Principles and practices of project management.

Modern office equipment, including personal computer programs for word processing, spreadsheet, database, desktop, audio/visual presentation, data analytics, design and communications, digital photography and graphic/visual preparation and editing functions.

Ability to:

Manage digital content projects utilizing multiple software products and platforms.

Intermittently review documents related to department operations; observe, identify and problem-solve design issues; understand, interpret and explain department policies and procedures; explain operations and problem-solve office issues for the public and with staff.

On a continuous basis, sit at desk and/or stand at counter for long periods of time. Intermittently twist and reach office equipment; write and use keyboard to communicate through written means; run errands; lift or carry weight of 10 pounds or less.

Independently operate DSL and mirrorless cameras, field, studio and post production equipment including lighting and audio.

Use drones for video and photo needs, as qualified.

Effectively collect and analyze digital media and marketing trends.

Supervise, train and evaluate assigned technical personnel.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

Experience:

Two years of increasingly responsible professional experience in digital content analysis.

AND

Training:

A Bachelor's degree from an accredited college or university, preferably in marketing or a related field.

License or Certificate

Possession of a valid California driver's license.