



CITY OF CHINO

Multimedia Officer

Definition:

Under administrative direction, the Multimedia Officer performs a variety of complex technical and professional functions related to public information which include: oversight of the City's digital, online, social and emerging media communications; administration of the City's website, including operations, development and infrastructure; managing the City's social/emerging media presence and strategies; and assisting with other functions related to public information programs and events as assigned.

Class Characteristics:

This is a single position classification.

Essential Duties:

- Oversee City website operations; manage and analyze the utilization of the website to maximize access to City information and services; advise and consult with departments and divisions on maximizing web presence; and present and promote City website services to staff, media and the public.
- Train staff website users, administer content responsibilities, permissions and security roles; and develop and manage website-related work flows.
- Conduct operations for the City's website infrastructure; manage website related hosting, development, streaming video and related contracts. Oversee the maintenance and performance of modifications to the City's website, integrated systems and hardware including: web servers, streaming video, search appliance, content management system and all related content.
- Administer and analyze the acquisition and development of enhancements and improvements to the City's website.
- Oversee the City's social/emerging media presence including: monitor and track informational trends related to the City across various social and emerging media platforms; and advise City Manager and executive team, departments and divisions on informational trends; develop and implement effective strategies for promoting the City's interest within social/emerging media communities.
- Develop, analyze and provide policy recommendations related to social and emerging media to appropriate departments and Council.
- Coordinate the implementation and use of social/emerging media tools; manage the integration of various cross-platform social/emerging media applications; analyze emerging trends and best practices in digital communication and interaction; and recommend enhancements to the City's digital and social/emerging media use.

- Oversee the City's Channel 3 Cable TV staff; coordinate and perform functions related to live television broadcasting, including: maintaining, setting up and operating production equipment; checking the operation of equipment and adjusting; synchronizing and operating cameras, VCRs, monitors and related equipment; setting up and operating lighting systems.
- Provide directions to camera operators, sound technicians and other staff; directing live broadcasts and coordinating all aspects of productions; disconnecting systems and packing and wrapping cameras, cables, microphones, etc.; labeling tapes and preparing for re-broadcasts; and completing timesheets and related administrative paperwork.
- Oversee web-related contracts and projects, including: conducting research to determine information needs and resources; developing requests for proposals; reviewing bids, meeting with contractors and recommending bid awards; developing contracts; developing work programs and schedules; managing budget and fiscal aspects of projects and assuring contractor compliance with contract terms.
- Assist in coordinating all functions required for the issuing of film permits and filming within the City.
- Research, develop, interpret, communicate and monitor ordinances, regulations, policies, procedures, codes, standards, etc.; recommend improvement when necessary.
- Convert media and graphic files to other formats for publications, websites, cable and other media outlets.
- Edit and design promotional materials; assist in publishing materials; obtain bids and coordinate functions with vendors/contractors.
- Take digital photographs and videos for use in publications, websites, broadcast/cable and other media outlets.
- May write media releases and news briefs.
- Create complex video and digital graphic presentations.
- Maintain and upgrade knowledge, skills, and development by attending seminars and training programs.
- Follow up on inquiries from various agencies, groups, media, etc., regarding department programs and services.
- May serve as backup for other positions within the department.
- Design, edit and update City information on the City's government access channels.
- Prepare complex, routine and non-routine reports utilizing a variety of software; receive, sort and summarize material for the preparation of reports; charts and/or graphs.
- Coordinate various interdepartmental projects; develop reports related to project status and completion.

- Manage and administer volunteer corps. application process. Provide orientations for new volunteers including maintenance of the volunteer handbook; coordinate on-the-job and other required training between staff and volunteers.
- Coordinate the annual volunteer recognition dinner.
- Maintain prompt and regular attendance.
- Interact with co-workers at all levels in the organization in a collaborative and customer-service oriented manner.
- Perform all duties within the context of the City's Mission Statement and Organizational Values.

Qualifications:

Any combination of education and experience that provides the required knowledge, skills, and abilities to perform the essential job duties of the position is qualifying. The incumbent will possess the most desirable combination of training, skills, and experience, as demonstrated in his/her past and current employment history. A typical example includes:

Education:

- High School Diploma or G.E.D. (required)
- Bachelor's degree from an accredited four-year college in a related field (highly desirable)

Experience:

- Four or more years of progressively responsible related experience.

Knowledge of:

- Applicable state, federal and local ordinances, codes, laws, rules and regulations and legislative issues.
- Web development language.
- Cross-platform social/emerging media applications.
- City government organization and operations.
- External governmental bodies and agencies related to area of assignment.
- Administrative principles and practices, including goal setting and implementation.
- Complex computer software and applications.
- Internet and website management techniques.
- Film permitting procedures.
- Cable programming concepts, techniques and practices.

Skill in:

- Using creativity to develop website content.
- Analyzing and resolving technical data, situations and problems.
- Installing and configuring computer software, hardware and protocols.
- Operating complex computer software and hardware.
- Researching, analyzing, compiling, interpreting and summarizing a variety of informational and statistical data and materials.
- Organizing work, setting priorities, meeting deadlines, and following up on assignments with minimal direction.
- Applying logical thinking to solve problems or accomplish tasks; to understand, interpret and communicate complicated policies, procedures and protocols.
- Communicating orally and in writing to staff, the public, and City and governmental offices to provide and receive information in a courteous manner.

Ability to:

- Communicate clearly and concisely, both orally and in writing.
- Deal tactfully and courteously with internal and external customers.
- Represent the City and/or department in a variety of meetings.
- Select, train, supervise and evaluate assigned staff.
- Understand, explain, and apply policies and procedures.
- Operate a computer and utilize a variety of software programs.
- Establish and maintain effective relationships with the community at-large, the City Council, public officials, boards, agencies, citizen groups and volunteers.

Special Requirements:

- Must possess a valid Class C California Driver's License and a satisfactory driving record.
- Receive satisfactory results from a background investigation, a physical examination, which includes a drug screen, and an administrative review.

Physical Profile:

Category I

Link to description [here](#)

Employee Unit:

SBPEA (Professional, Technical, and Clerical)/Teamsters Local Union No. 1932

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