

**CITY OF STUART  
JOB DESCRIPTION**

**Title:** COMMUNICATIONS & DIGITAL MARKETING MANAGER

**Department:** City Manager's Office

**Job Code:** TBD

**Grade:** 17

**FLSA Status:** Exempt

**CHARACTERISTICS OF THE CLASS**

Under the general direction of the City Manager, performs highly responsible, specialized public communications work. Partners with leadership to identify needs and opportunities and remains current in the field of communications and digital marketing to foster ideas and innovation. Develops content and directs creative execution to provide a consistent, targeted, and impactful message. Work involves digital communication techniques, video production, photography, and broadcasting. Serves as the creative and technical director for digital media in photography and video (both TV broadcast & online. Serves as video host for various projects. Work is performed with latitude for the use of independent judgment and is subject to verification through automatic and periodic systems of internal controls and conformity with established policies and procedures.

**EXAMPLES OF ESSENTIAL FUNCTION**

1. Organizes, formats, publishes, and maintains communication platforms to include, but not limited to, websites, Facebook, Instagram, Twitter, YouTube, DaVinci Resolve, Swagit, Gimp, Zoom meetings, Canva Fliers, and Billboard Graphics.
2. Creates marketing, promotional, informative, and educational videos that are relevant and appeal to a wide audience. Emphasizes rapid turnaround, particularly with videos that showcase City events. Designs tourism videos.
3. Produces Video Shows and serves as spokesperson / host.
4. Creates talking points for those who are to present or respond to questions.
5. Photographs City events, local events, landscapes, City projects, and individuals for tourism, various promotions, and economic development, utilizing established branding recognizable in social media.

**Communications & Digital Marketing Manager - continued**

6. Identifies and recommends techniques and methods to enhance the City's internet-based communication marketing efforts.
7. Creates storyboards, films/photographs on location and at events in Full HD (for TV broadcast & internet); records clean audio, edits, and manages all related functions to distribute/upload to social media, websites, and otherwise.
8. Responsible for producing and directing both field and studio assignments, producing and directing post-production and computer animation assignments, including special effects, graphics and other design elements contributing to professional finished video projects.
9. Develops and maintains social media profiles for the city.
10. Coordinates and organizes schedules for visual and audio recording of assigned projects such as interviews, city events, special events, informational videos and press conferences.
11. Manages the City of Stuart's Communications Plan. May present to the City Commission and may serve as the City's Public Information Officer (PIO).
12. Creates a city monthly newsletter; gathers, maintains, and updates an email distribution list. Distributes the list to city of Stuart residents and others.
13. Performs additional work related to this job description as required.

NOTE: The examples of essential functions as listed in this classification specification are not necessarily descriptive of any one position in the class. The omission of an essential function of work does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

**REQUIREMENTS**

**A. Training and Experience:**

Bachelor's Degree from an accredited college or university in Public Relations, Journalism, Communications, or a closely

**Communications & Digital Marketing Manager - continued**

related field; supplemented by three (3) years of experience in digital media creation and production, preferably in a government setting. Public speaking experience, preferably in a government setting.

Experience as articulated in this description may substitute on a year for year basis for the required education.

Possession of a valid Florida driver license as required for the position.

**B. Knowledge, Abilities and Skills:**

Knowledge of various digital equipment including professional cameras, HDDSLR cameras, audio-recording equipment, lighting studios, Chroma-Key studios, and Steadicam.

Knowledge of various professional software programs for photography, video websites, and graphic design.

Significant knowledge of social media tools including, but not limited to, Facebook, Instagram, Twitter, and YouTube.

Knowledge of applicable laws affecting public disclosure of information.

Knowledge of appropriate messages/content for social media, video, and images applicable for City representation and publishing.

Knowledge of both studio and field production and broadcast techniques and principles.

Knowledge of modern trends in effective tourism, economic development, and city development media.

Knowledge of the methods, practices, equipment and techniques of professional grade video production.

General knowledge of website maintenance and updates.

Ability to plan and manage multiple projects.

Ability to exercise creativity.

Ability to communicate effectively, both orally and in writing.

**Communications & Digital Marketing Manager - continued**

Skill in writing and delivering informative and engaging content, both to live audiences and in videos.

Skill in publishing content in an easy-to-use, clear, concise and comprehensible manner.

Skill in the operation of computers used in digital video production.

**C. Physical Requirements**

Task involves regular physical effort in standing, sitting, walking, bending, stooping, reaching, pulling, pushing, stretching, and occasional heavy lifting (up to 100 pounds). Task involves standard dexterity in the use of fingers, limbs, or body in the operation of associated equipment. Some tasks may involve extended periods of standing.

**D. Environmental Requirements**

Task is regularly performed without exposure to adverse environmental conditions. May at times require work outdoors subject to exposure of current weather conditions.

**E. Sensory Requirements**

Task requires sound perception and discrimination.

Task requires visual perception and discrimination.

Task requires oral communications ability.

Task requires color and depth perception and discrimination.

Task requires texture perception and discrimination.

Task requires odor perception and discrimination.

Communications & Digital Marketing Manager - continued

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
Human Resources Director

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
City Manager

Received by: \_\_\_\_\_ Date: \_\_\_\_\_  
Employee